

The NATIONAL UNDERWRITER

Life Insurance Edition



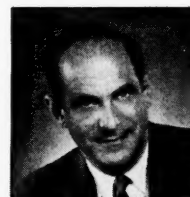
Massachusetts Mutual sales at new all-time High Level in 1955

Ordinary Life, New High Level	\$558,925,507
Previous High Level, 1954	\$438,076,750
Increase over previous all-time high	\$120,848,757

RICHARD J. KATZ, Rochester Agency, with 1955 sales of \$3,523,500 was the leading producer for the year.

LOS ANGELES AGENCY, John W. Yates and Robert L. Woods, C.I.U., General Agents, with 1955 sales of \$30,533,424 led the field and topped by \$8,718,148 its own 1954 record, the previous all-time high for any Massachusetts Mutual Agency.

NEWARK AGENCY, Desmond J. Lizotte, General Agent, with January, 1955 sales of \$5,904,207, exceeded the largest amount previously sold by any Massachusetts Mutual agency in any one month.



RICHARD J. KATZ



JOHN W. YATES



ROBERT L. WOODS, C.I.U.



DESMOND J. LIZOTTE

100 top producers

Sold \$127,547,694, averaging \$1,275,477 per man, compared with \$106,430,696 and \$1,064,307 in 1954.

12 all-time record months

Sales in each of the 12 months exceeded the records for the corresponding months in all past years. January sales of \$64,474,745 topped by \$20,831,137 the previous record high for a single month set in January, 1954.

81 million-dollar producers

Each of 81 representatives, including General Agents, placed over \$1,000,000 Ordinary Life in the Massachusetts Mutual for a total of \$116,065,442, compared with 58 million-dollar producers and \$77,627,793 in 1954.

Massachusetts Mutual Life Insurance Company

SPRINGFIELD, MASSACHUSETTS

THE POLICYHOLDER'S LIFE INSURANCE COMPANY

FRIDAY, FEBRUARY 10, 1956

We're showing this ad
22,680,797 times to help make
New York Life's sales picture even brighter!



Hard-working Advertisements

like this one are seen
 regularly by millions in
*Life, Look, Saturday
 Evening Post, Collier's,
 Time, Newsweek* and
 other leading publications.
 They stimulate greater
 demand for New York
 Life products.



SCIENCE HAS INCREASED YOUR LIFE EXPECTANCY...

**Now you can make living longer
 more enjoyable!**

Your later years can be your fullest
 years when you receive a lifetime
 retirement income provided by New York
 Life's low premium Whole Life insurance.

When the business and family obligations of
 youth have ended, the most carefree years of
 life can begin—if you're financially independent.
 When you've reached retirement age, New
 York Life's Whole Life plan can be used to pay
 you a fixed monthly amount for the rest of your
 life—for necessities, travel or hobbies. It will
 supplement income from your other life insur-
 ance policies, your company pension plan, other
 savings and Social Security. And until you re-
 tire, the Whole Life plan provides substantial
 life insurance protection for your family. More-

over, any cash value available could be used for
 an emergency.

Economies made possible by Whole Life's
 minimum face amount of \$10,000 are passed on
 to you in low premiums. So you can probably
 afford more Whole Life insurance than the
 \$10,000 minimum in order to increase both family
 protection and retirement income.

For example, the annual premium per \$1,000
 for standard Whole Life insurance is only \$17.59
 at age 25; \$23.59 at 35; \$32.64 at 45; \$50.46 at
 55. And dividends can be used to reduce your
 premium payments.

Ask your New York Life agent about this life
 insurance that can offer you a brighter tomorrow
 —at a cost you can afford today! Or mail coupon!

The New York Life Agent in Your Community is a Good Man to Know

NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue
 New York 10, New York
 (In Canada: 330 Bay Street, Toronto, Ontario)

Please send me, without any obligation, full infor-
 mation on your new Whole Life insurance coverage. Also
 please send me your booklet, "A Man and His Dream."

NAME _____ AGE _____
 ADDRESS _____
 CITY _____
 STATE _____

THE NEW YORK LIFE AGENT
 IN YOUR COMMUNITY
 IS A GOOD MAN TO **KNOW**

NEW YORK LIFE INSURANCE COMPANY

A MUTUAL COMPANY **Nylic** FOUNDED IN 1845

Faulkner Outlines Functions, Setup of Health Assn.

Details of Organization, Objectives are Reviewed for Joint Seminar

NEW YORK—The principal functions and the organizational structure of the new Health Insurance Assn. of America, "which will soon be an operating reality," were detailed by E. J. Faulkner, president of Woodmen Accident & Life and president designate of the new association, at the educational seminar conducted here by Bureau of A&H Underwriters and H&A Underwriters Conference.

The principal functions, Mr. Faulkner said, will be legislative service, education, the assumption of responsibility for much of the work of Health Insurance Council, industrywide statistics and industrywide program of public relations and information.

Among the organizational features of Health Insurance Assn. will be an Institute of Health Insurance, which will become the vehicle for carrying on the public relations work of A&S insurance, he said. It is hoped and expected, he added, that a mutually satisfactory arrangement can be devised between Health Insurance Assn. and Institute of Life Insurance, by which the latter will be responsible for the administration of Institute of Health Insurance.

Health Insurance Assn. will be headed by the directors, representative of different kinds and sizes of insurers as well as various geographic areas. They will select the general manager, and for this post Robert R. Neal, bureau-conference Washington counsel, has been designated.

In addition there will be four principal staff officers, the general counsel with jurisdiction over matters of law, legislation and regulation; a resident Washington counsel to be the contact of the business in Washington; and a director of public relations, who will maintain liaison between the association and its companies and disseminate information developed by research activities, law department, meetings, seminars and conferences. The fourth principal officer is director of research and information, who will establish and conduct studies and surveys, prepare information for dissemination to members, to the public generally and to special publics.

A public relations committee, a semi-autonomous group elected by the directors, will serve as the policy body in PR matters, Mr. Faulkner stated.

The planning committee of the organizing committee of the new association has recommended that in addition to the PR committee, nine other principal committees be appointed—actuarial and statistical, administrative, group insurance, Health Insurance Council, individual insurance,

(CONTINUED ON PAGE 18)

More Insurers Use Big, Black Figures to Sum up 1955

BANKERS LIFE, IOWA

Bankers Life of Iowa made substantial gains in all operational areas in 1955, new sales exceeding \$366 million. Life insurance in force rose from \$2,226,338,963 to \$2,468,812,684. Ordinary accounted for \$158,367,475 of the new business total, and group for \$207,758,477.

Benefit payments during the year totaled \$67,960,656. An additional \$59 million was set aside for future payments bringing reserves and other funds for outstanding policies and contracts to more than \$773 million.

Assets increased \$64 million to \$791,353,572. The rate of interest earned, after investment expenses but before federal income tax, was 3.58% against 3.54% in 1954. Federal income taxes increased from \$1,491,000 to \$1,766,000.

GREAT SOUTHERN LIFE

New business of Great Southern Life in 1955 totaled \$112,423,876, with ordinary sales exceeding the 1954 volume by 12.5%. Insurance in force gained \$70,255,611 to \$785,265,495.

Individual leading producers included 13 qualifiers for the 1955 Million Dollar Round Table, headed by D. L. Myrick of Lake Charles, La., who had production of \$1,926,449. The Houston agency led all agencies with business of \$18,964,705.

LUTHERAN MUTUAL LIFE

Insurance in force of Lutheran Mutual Life at year-end reached \$346,978,487, a gain of \$27,543,276 over

(CONTINUED ON PAGE 20)

H. Smith Hagen New President of Midland National

H. Smith Hagen has been advanced from executive vice-president to president of Midland National Life of South Dakota. He succeeds John W. Ehrstrom who becomes vice-chairman. Frank L. Bramble, the only one of the founders of the company still living, continues as chairman.

Mr. Hagen joined the company in 1952 and under his agency department leadership insurance in force increased from \$70 million to \$126 million in four years, a gain of nearly 80%. Before Mr. Hagen joined Midland National, general agents were located primarily in the midwest and sold only life insurance. There are now more than 30 active agencies, many in the far western states, as well as one in Alaska, selling both life and A&S.

Starting as an agent for Prudential at Kansas City in 1929, Mr. Hagen was promoted to assistant manager and later manager at St. Joseph, Mo. He went with Occidental Life of California in 1944 as home office supervisor at Kansas City, later was transferred to the Los Angeles home office and in 1949 became eastern division manager.

Mr. Ehrstrom served as president since 1951. Dr. G. Robert Barton, Watertown, S. D., physician, was elected medical director to succeed Dr. O. S. Randall.



H. Smith Hagen

Health Insurance Assn. to Hold First Meeting April 12-13

Cincinnati Is Site for Organizational Parley; 193 Companies Signed Up

NEW YORK—A total of 193 companies writing accident and health insurance have thus far been accepted for charter membership in the new trade association, Health Insurance Assn. of America, it was announced by E. J. Faulkner, Woodmen Accident & Life, chairman of Joint Committee on Health Insurance.

Applications are still being processed by the membership committee headed by A. B. Hvale, Continental Casualty, and it is expected that additional charter members will be added to the present total before the organizational meeting.

At its meeting Monday in New York, the Joint Committee also approved the recommendation of the planning committee, of which J. W. Scherr Jr., Inter-Ocean, is chairman, that the organizational meeting will be held April 12-13, at the Netherland Plaza hotel, Cincinnati. Under the requirements for setting up the association, the organizational meeting would be called when applications had been processed from a majority of the present members of the Bureau of A&H Underwriters and the H&A Underwriters Conference.

"The organization of the Health Insurance Assn. of America will assure the industry of representation commensurate with its growing importance," Mr. Faulkner said.

At the organizational meeting, members will elect officers, a board of directors, and approve recommendations as to location of offices, staff appointments and other necessary business matters. Committee appointments will be announced and committees will hold initial meetings to assume their important functions on behalf of the industry to insure continuity of representation and viewpoint. Other details of the two-day meeting, including the names of special speakers, will be announced later.

As previously announced, Robert R. Neal, present bureau-conference Washington resident counsel has been designated to be general manager, and the nominating committee of the Joint Committee has recommended E. J. Faulkner as the association's first president; J. Henry Smith, Equitable Society, vice-president; William R. Shands, Life of Virginia, secretary, and Frank S. Vanderbrouk, Monarch Life, chairman of the public relations committee.

The public relations program for the new association is expected to be launched under the direction of the Institute of Life Insurance, the detailed work being done by accident and health specialists.

Steps have been taken for dissolution

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Late News Bulletins...

FTC Trade Practices Parley Opens in D. C.

What the federal trade commission terms a trade practices conference opened for the accident and health insurance business in Washington Wednesday. Commissioner Lowell Mason of FTC presided.

The purpose of the "conference" was to have the more than 200 representatives of the business on hand sit in and comment on the drafting of rules for A&S advertising to be promulgated by FTC.

It was made clear by Mr. Mason in his opening remarks that discussion was to be limited to consideration of advertising rules, with the code approved by National Assn. of Insurance Commissioners as the basis. FTC, Mr. Mason said, will have its recommended rules in the hands of the companies on March 19, and a final public hearing on them will be held at Washington April 18.

The procedure on Wednesday was to have industry representatives read the NAIC rules and explain them as to background, application, and purpose. From time to time, questions or objections were raised, but since most of those in the room were familiar with most phases of the NAIC rules, it was evident that chiefly the comments were for the benefit of the FTC, in the hope that whatever FTC may devise will not deviate too far from the NAIC industry brainchild.

Taking part in this expository section of the "conference" were John Hanna of H&A Underwriters Conference, Donald S. McNaughton of Prudential, Jarvis Farley of Massachusetts Indemnity, Joseph F. Follmann Jr. of Bureau of A&H Underwriters, Commissioner Gilooly of West Virginia, Artemas Leslie, associate director of the Blue Cross commission, and Julius Wikler,

(CONTINUED ON PAGE 20)

Out-Patient Costs Next Area of A&S, Survey Indicates

The next area to be tackled, if voluntary health insurance is to continue its progress, is the cost of medical care outside the hospital, Odin W. Anderson, research director of Health Information Foundation, told the group A&S meeting in New York sponsored by Bureau of A&H Underwriters and H&A Underwriters Conference.

The prevailing benefit pattern in voluntary health insurance today is hospital care, in-hospital physicians' services and, in some instances, minor surgery in physicians' offices, he said. To determine the need for such care, in contrast to the major medical insurance need, the foundation sponsored two large scale studies with National Opinion Research Center, University of Chicago. The foundation is an organization sponsored by the drug and pharmaceutical business.

One surveyed a representative sample of families to determine the distribution of the costs of personal health services, the extent of voluntary health insurance and the degree to which insurance was helping families to spread the costs of illness and injury. Insured and uninsured families were included. The other was a survey of subscriber households in Birmingham, Ala., and Boston. It was limited to households enrolled through employed groups in Blue Cross and Blue Shield in Birmingham, Blue Cross-Blue Shield in Boston, and groups covered by Aetna Life in Boston.

If the study revealed anything, Dr. Anderson said, it was that great progress has been made in covering costs of hospital care and in-hospital physicians' services, but that costs outside of the hospital are also important in terms of their impact on family incomes.

The results of these surveys show that 16% of all families, both insured and uninsured, incur an average of \$702 annual charges for sickness and accidents. Average charges incurred for selected types of services were \$190 for hospital, \$77 for surgery, \$168 for other physicians' services, \$91 for medicines, and \$84 for dental service.

It is apparent that all the services are important in the financing of personal health services, particularly when total family charges are above certain amounts, Dr. Anderson said. For instance, compare the \$168 for physicians' services outside of surgery and obstetrics with \$77 for surgery. Only a small proportion of the \$168 can be attributed to non-surgical calls in the hospital—calls generally covered by insurance.

A larger percentage of families surveyed incurred charges in excess of \$200 in a year for physicians' services outside the hospital than for surgery. Two to 5% of the families had charges for drugs and medicines that ran more than \$200. Costs of dental care also fall into a similar pattern of a few families experiencing high costs, others having some or none.

Apparently all the major personal health services fall into cost patterns among families so that a small percentage experience high costs in a year, and the majority have some or none, Dr. Anderson said. All the major services have an unpredictable im-

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A&S FORUM TOLD:

Systematic Probing of Out-of-Line Hospital-Surgical Claims Pays Off

NEW YORK—An organized program of working with doctors, hospitals and policyholders to determine reasons for irregularities and unusually high hospital and surgical claims pays off handsomely, Occidental Life of California found in a campaign that it conducted in the southern California area.

Results of this campaign and ways in which other companies could use the same techniques to advantage were explained by A. B. Halverson, assistant vice-president of Occidental, in a panel at the joint conference held here by Bureau of A&H Underwriters and H&A Underwriters Conference.

Several years ago Occidental officials became convinced that premium increases weren't always the answer to mounting loss ratios, for the loss ratio in some cases remained level or climbed. Claim statistics showed up some odd and disturbing variations.

Early in 1953 Occidental launched its southern California campaign. This was not the only trouble area but it could be handled direct from the home office and also had a substantial volume of group hospital and surgical.

The company assigned a top-notch claim investigator and, as his partner, another well trained man who had considerable experience as a credit and insurance investigator. It was soon found essential to have these men process the claim files prior to payment.

This delayed settlement but did not cause adverse reaction from policyholder or claimant if properly handled. It is essential, though, to notify the policyholder of what is going on and at the same time assure him that the claim will be handled fairly and promptly following the investigation. Cooperation of the broker and the sales department were also enlisted. Incidentally, in the event that there was a reduction in the amount of charges on the claim, a release was obtained to protect the claimants so that the reduction would not subsequently be billed or passed on to them direct.

A distinct advantage of the program has been a better understanding of the insurance problems facing the hospitals. For example, as a result of the investigation program, a round-table discussion was held between the management of a very large hospital and the company's top personnel. As a result, mutual respect replaced the previous friction and relations are now very pleasant.

The vast majority of hospitals, Mr. Halverson said, are highly reputable, well run organizations. A minority group are out to exploit the prudent people who have insurance. A third segment, almost as large as the exploiters, includes institutions that because of size and management have no truly effective method of calculating charges.

In some, bills are rendered by clerks who have only rule-of-thumb formulas for calculating drug charges. When asked to supply a detailed listing of drugs administered and prices charged for them, they are lost. Incidentally, such requests often result in a reduced billing. Even such stable charges as laboratory, x-rays and use of the operating room will vary when this type of hospital is asked to submit a duplicate or itemized bill.

Comparatively rarely are these insti-

tutions attempting to submit purposely padded bills. Rather, they lack sufficient executive knowledge to establish an accounting system that will produce the same answer twice in a row. Where there seems to be an honest desire for improvement, Occidental's men have suggested that the hospital administrators look at the system used by some other institution. Sometimes this has resulted in adopting a better accounting system.

Oftentimes, Mr. Halverson said, particular claim situations can only be brought to light by comparing accumulated charges from one institution with an average for similar disabilities for all institutions. A recent study of all hospitals in the Los Angeles area showed up quite an interesting pattern. Using five selected disabilities as a guide, cost comparisons were made between large and small hospitals. In four out of the five categories studied, the small-hospital cost under a normal plan ranged from 17% to 31% more than comparable confinements in larger institutions. Even the cost of the anesthetist was greater in a small hospital for comparable surgery—to the extent of 41% in one category.

It appeared that confinements are some 12% longer, special services are 19% more per day and anesthetist's costs 24% more in the small hospital than for the same disability in a large hospital. For this reason, a normal group plan would be called upon to pay 26% more to a small hospital than to a larger institution even though the larger institution is generally better equipped to handle any or all types of disability and its administrative procedures are generally of a higher quality.

This indicates, said Mr. Halverson, that the small institution is a more fertile field on which to work to help reduce costs. Perhaps, he said, some of the small hospitals that are owned and controlled by one doctor or a small group operate like a small grocery store owner who looks in the cash register every night and then determines what the charges may be or what services must be dispensed the following day.

Some time ago Occidental got an anonymous telephone call from a nurse who said she was working in a hospital. She said a mother who had been in an automobile accident had her child confined to the hospital with her, not because the child needed treatment but because it was costly to have a baby sitter. Nobody would admit any fakery but all parties were agreeable to a compromise settlement covering only the mother's bill—a substantial reduction from the original amount claimed.

Further investigation of charges by the doctor involved showed that they were generally out of line. In one of his cases the company tendered a 50% settlement and agreed to defend the claimant against suit from the doctor up to the limit of its liability. The doctor appealed to the insurance department which upheld the company's position.

True fraud cases rarely develop but when they do, careful claims processing and handling will bring them to light, Mr. Halverson said.

Because most companies have sched-

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New Lincoln Nat'l Covers Introduced at Chicago Rally

The announcement or several new coverages and the launching of a President's Trophy inter-agency competition for agency development highlighted Lincoln National Life's conference for general agents held in Chicago this week. Emphasis was on the development of new manpower. Approximately 135 general agents and company officials attended the meeting.

Among the new coverages are the extension of A&S to substandard risks, the introduction of group major medical, and a \$25,000 ordinary life policy. A new money plan sales kit redesigned for greater simplicity and effectiveness was introduced and a package plan for groups with as few as five lives will be available this year.

Cecil F. Cross, vice-president, presided at the opening day's program which featured talks by Walter O. Menge, president, Charles J. Zimmerman, managing director of LIAMA, and Mr. Cross.

Speaking on "The Lincoln Today and Tomorrow," Mr. Menge reviewed highlights of the company's 50th anniversary year, discussed the A&S insurance advertising situation and talked about plans for agency development.

Mr. Zimmerman, outlined practical and profitable agency development procedures. Mr. Cross then described the advantages of "Your Lincoln Franchise—Today."

Willard C. Brudi, 2nd vice-president, was chairman at the session featuring talks by six general agents and Dr. Anthony Martin, of the Chicago firm of Rohrer, Hibler and Replogle, management consultants.

The speakers were Gail L. Shoup, Grand Rapids; James A. Gallagher, Philadelphia; Julian Bryant, Richmond; Himes Silin, Erie, Pa.; H. C. Fulwiler, Washington, D. C., and J. X. Harris of Baltimore.

Jack E. Rawles, 2nd vice-president, presided over a panel comprised of Clifford L. Gamble, assistant superintendent of agencies; L. S. Becker, St. Louis; L. D. Payne, Des Moines; Lloyd H. Feder, Cleveland, and Henry W. Persons, 2nd vice-president.

Eight round table groups discussed many ways of "Finding, Selecting and Appointing New Agents."

Mr. Cross introduced a new president's trophy and announced plans for the competition for agency development. The trophy will be an annual rotating award going for the outstanding record in agency development.

Other speakers were: Glenn Lamar, Birmingham, Ala.; Phil T. Siebert of Martinsburg, W. Va.; A. K. Shackleton, assistant superintendent of agencies; W. C. Ulrich, Oakland, Cal.; Robert Wehmeyer, assistant superintendent of agencies; Henry F. Rood, vice-president and actuary; Charles N. Walker, associate actuary and manager of A&S; Thomas A. Watson, 2nd vice-president, and Thorpe B. Isaacson, Salt Lake City.

W. E. Clark Assistant GA

Warren E. Clark has been appointed assistant general agent of the Fraser agency of Connecticut Mutual Life in New York City. In the business since 1936, Mr. Clark joined the Fraser agency in 1946 and was named brokerage supervisor a year later.

Conn. Mutual Plans Growth That Avoids Costly 'Tangents'

While keeping in mind Chairman Peter M. Fraser's reminder that "new ventures and ideas must be weighed



Peter M. Fraser



George F. B. Smith

carefully in the light of how they will affect our company in the long run," Connecticut Mutual home office and field organizations made plans for even greater future growth. The annual conference of general agents, at Hollywood, Fla., was held in an atmosphere of high optimism, stemming from the favorable outlook for the national economy, the life insurance industry and Connecticut Mutual.

Following Mr. Fraser's opening address, which came by telephone, President George F. B. Smith detailed the company's 1955 operations and enlarged on the Connecticut Mutual views on such "new ventures" as variable annuities and across-the-board grading of premiums by policy size.

Of variable annuities, Mr. Smith said that Connecticut Mutual has not been "the least bit impressed with the arguments of their advocates and is not interested in offering them."

Touching on several other possible innovations, Mr. Smith recalled Mr. Fraser's note of caution and said, "We're going to do everything within our power not to lose our competitive position by going off on a tangent into ventures that might prove unprofitable."

However, Mr. Smith concluded with an optimistic view of the future, citing predictions of population growth, economic expansion and political stability as factors tipping the balance far over in favor of continuing growth of the company and the entire life insurance business.



Ohio National Life agents paid a surprise tribute to M. R. Dodson, left, newly elected president, by writing a record number of new applications and presenting them to him on his first official day as president. More than \$3 million of business was written, a new high for a single day. Congratulating him is Grant Westgate, agency vice-president. Mr. Dodson succeeded John Evans, now chairman.

Agency Vice-president Raymond W. Simpkin spoke enthusiastically of the field force's performance in rolling up a record of better than \$400 million of sales in 1955. He announced changes affecting agencies' expense allowances and financing plans for new men, also a more realistic allowance basis for developing supervisors and district agents on the premise that most general agency appointments can come from those sources.

Mr. Simpkin observed that in recruiting and selection financial pressure seems to have a direct bearing on success—probably because both the

prospective agent and the general agent weigh the pros and cons more carefully when a man's budget requirements are heavy.

"Generally speaking," he continued, "recruiting is the most difficult part of your job. This is particularly true now, with employment levels at a record high, the working force growing at a slower pace than the whole population, and competition for good agents becoming keener."

"The answer lies in more aggressive recruiting, more intensive selling of our business, and more complete train-

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Aetna Promotes Douglas at Dallas, Names Leyes

John E. Douglas has been promoted to associate general agent of Aetna Life at Dallas, effective Feb. 15, and Harold J. Leyes has been named assistant general agent. R. B. Hills is general agent.

Mr. Douglas, assistant general agent since 1953, entered the business with Aetna Life at Hartford in 1947 and later was supervisor and assistant general agent at South Bend.

Mr. Leyes, an agency assistant for the past year, previously was at South Bend.

This free book shows how YOU can HOP ABOARD the group insurance plan that has the JUMP on others!



Zurich-American's new group plan—the "500"—will help you get the jump on competition for three potent reasons: (1) It fills a long standing need for reasonable, high level group coverage; (2) It is *Real* insurance at *Realistic* cost and (3) It is presold to businessmen in your area by an integrated direct mail promotional program.

The "500" Plan slashes big medical bills employees can't carry by offering a much higher money limit, a wider range of benefits and a longer benefit period than the usual group program. Based on accepted "deductible" and "coinsurance" principles—familiar to prospects as standard practice in other forms of insurance—it does a real job on small bills, too!

There is opportunity for you as the "500" Plan producer in your area whether you have written group insurance before or not.

INSURANCE FOR AMERICAN BUSINESS—THROUGH INDEPENDENT AGENTS AND BROKERS

HOP ABOARD!

If you are not on Zurich-American's mailing list use this coupon for "500" PLAN details... the PLAN and the PROMOTION



ZURICH INSURANCE COMPANY

American Guarantee & Liability Insurance Company
135 So. LaSalle St., Chicago 3, Ill.

YES! I want to hop aboard the "500" PLAN. Please furnish details of special "500" PLAN promotion.

Name _____

Company _____

Address _____



AND IN THE AIR... **PROGRESS**



Continental Assurance gives standard to United States and Canadian pilots who fly regularly scheduled passenger airline flights.

And something new has been added: these pilots, up to age 40, now written non-medically for as much as \$15,000. Yes, \$15,000...non-med...standard!

Saves you time. Eliminates chore of getting pilot and doctor together for examination on most average cases. It is another typical example of Continental Assurance progressiveness to improve product...to facilitate and broaden distribution...to grow in usefulness to society.

New Security—Benefit Plan

A booklet describing CAC's new compensation plan available on request...and it may be most interesting to producers with surplus and substandard, who may find it affords a way to supplement existing pension arrangements.

Continental

ASSURANCE COMPANY
A National Life Insurance Institution
310 South Michigan Avenue • Chicago 4, Illinois

Please send me a copy of the booklet describing your new Security—Benefit Compensation Plan

Continental Assurance Company
Dept. 317, 310 South Michigan Avenue
Chicago 4, Illinois

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Errors Slow Processing

MDRT Qualification Notices Will Come Back Faster if Applications Are Made Out Right

Applicants for Million Dollar Round Table membership will get their qualification notices back a lot quicker if everyone will read the instructions carefully and and interpret the rules correctly, according to Walter N. Hiller, Penn Mutual, Chicago, past chairman of MDRT, who is serving again this year as membership secretary.



Walter N. Hiller

This extra care, he says, would make life less hectic not only for him but for Executive Secretary Harriet Preinitz and her headquarters staff.

Like the doctor who neglects his own health, many a million dollar producer who does a precision job on his clients' insurance paperwork is amazingly slipshod about the way he fills out his own MDRT application papers, Mr. Hiller regretfully reports.

"Our members and applicants are humdinger life insurance salesmen but some of them apparently just can't read instructions or interpret rules," he said. "Ridiculous things occur, like these: An applicant will notarize his own affidavit. Some applicants fail to realize that the calendar year is the only basis for figuring credits—they're adding their 1956 production in with 1955. One man punched the wrong key on his adding machine and reported a total production of \$11 million—10 times what he actually sold.

"Many applicants fill in the space for the date proceedings of a disciplinary nature have been brought—even though no such proceedings have ever been brought against them. Why they do this I can't imagine, except that they assume that every space must be filled in with something.

"Countless affidavits of association membership must be rechecked because the dates given by the applicant and the dates given by the local or national association are many months apart—sometimes as many as eight or 10 months. Secretaries and wives are filing papers and in some instances when we call attention to errors we receive letters to the effect that the applicant himself should be excused on that basis."

As the March 15 deadline for filing applications gets closer, there is an inevitable increase in the number of applicants who put in phone calls to MDRT headquarters in connection

with membership matters, in spite of an explicit prohibition in the instructions against such calls. They cannot be honored, for the headquarters staff members would find their regular work, now at its peak, impossibly delayed if they attempted to handle these telephone requests.

The work of the membership secretary has proved extremely helpful to the executive committee in speeding up the handling of the numerous tough borderline decisions, according to Chairman Arthur F. Priebe, Penn Mutual, Rockford, Ill. The executive committee, under the by-laws, must make the final decisions but the preliminary work and advice of the membership secretary have done much to reduce the executive committee's labors, said Mr. Priebe.

N. Y. Adopts NAIC A&S Ad Rules

The New York department has adopted the A&S advertising code as promulgated by National Assn. of Insurance Commissioners with only one minor change. It also has adopted a preamble of the rules which is a statement of policy as to the application of the NAIC rules.

The only change in the code is in the section on definitions and consists of separating "agents and brokers" from the definition of "insurers." The added section reads "These rules shall also apply to agents and brokers to the extent that they are responsible for the advertisement of any policy." This change was specifically requested at a recent hearing held by the department to hear objections from A&S insurers and other interested persons.

The department is planning to supplement the rules with an interpretive guide which is now being prepared.

Travelers Promotes Smith to Agency Post

Travelers has promoted Harry E. Smith Jr. to assistant superintendent of special services.

Mr. Smith, who has been assistant manager at Tacoma since 1954, joined the company at Seattle in 1946. He is a CLU.

NLRB Election at Texas Prudential

Clerical and printing employees of Texas Prudential of Galveston have been directed by national labor relations board to hold an election to decide whether Office Employees International Union, Local 27, AFL-CIO, will act as bargaining agent.



MDRT headquarters is working at peak capacity these days processing a record volume of applications for membership. From left, Walter N. Hiller, Penn Mutual Life, Chicago, MDRT membership secretary; Louise Kraft, Agnes Sterner, Executive Secretary Harriet Preinitz (holding phone), Helen Turnquist, Sue Jane.

GLASSER ELECTED

150 Continental Assurance Managers Meet at Chicago

More than 150 members of the Continental Assurance General Agents & Managers Assn. inspected practical patterns and workable ideas for agency development at a meeting in Chicago.

Joshua B. Glasser, Chicago, was elected president. Tinsley Adams, Washington, D. C., is the new vice-president, and Edward D. Landers, Cleveland, is secretary. Named directors were George Crisona, Jamaica, N. Y.; Carl Schlotman, Cincinnati; John C. Gage, Danville, Ill.; Stanley J. Neuman, Los Angeles; Dwight G. Johnson, Philadelphia and Mr. Landers.

Mentioning the company has reached a new high of \$3,727,726,470 of insurance in force, President Roy Tuchbreiter credited field management for playing a major role in Continental's 10-year climb from 57th place to 19th among life companies in insurance in force.

The new in-force figure is a gain of \$600,970,256. Howard C. Reeder, executive vice-president, reported. He said ordinary paid-for increased 22.3%, group term was up 25% and the in force gain was 14.8% in 1955 as against a gain of 12.6% for 1954. He noted that the in force gain in 1955 alone exceeded the total of 34 years' growth from 1911 to 1945.

David A. Carr, New York, won awards for leading all offices in 1955 in both paid volume and premiums. The volume runner up was H. Malcom Teare, New York, and second in premiums was Life Associates of New York. Philip C. Belber, Newark, placed third in each category.

The Chicago branch had the largest paid volume of all branches, and Glasser & Associates, Chicago, received the group leadership award. Outstanding new agency awards went to Burton A. Finberg, Providence; James A. Barbour, Indianapolis; Robert M. Adams, Riverside, Cal., and Marcel Girardin, Canada.

Emphasizing that all business insurance cases are not for the experts, Paul H. Rinker, vice-president, said the average general agent will find group insurance is a simple matter to handle for businesses employing from 10 to 50 persons.

Diverse approaches to agency development were discussed by a panel moderated by Raymond H. Belknap, vice-president. Donald L. Tenney, San Francisco, emphasized the necessity of tightly organizing time in the field if brokerage development is to be effective. William Otter, Glasser & Associates, Chicago, discussed the agency's program of streamlining office procedure to free the staff for sales effort and of providing permanent incentive to principals by formation of a partnership. Imaginative merchandising is the answer to today's intense brokerage competition, according to Harold N. Sloane, New York. David Carr emphasized growth through systematic development of existing producers' maximum potential rather than by concentrating on addition of sheer numbers of minimum producers.

Discussing substandard business, Dr. Clifton L. Reeder, medical director, said the successful agent knows enough about underwriting to recog-

nize such business, and he should start selling it right then laying ground work even before the application goes to the home office.

Other speakers were Joseph N. Desmon, Buffalo; David G. Scott, vice-president, and there was a panel on developing life business from general insurance men led by Charles W. Kraemer, director of sales services. Participants were Herbert A. Carr, Detroit, and Messrs. Belber and Neuman. The guest speaker was Maurice B. Mitchell, president of Encyclopedia Britannica Films.

Jefferson Standard to Mark 50th Next Year

President Howard Holderness of Jefferson Standard Life has appointed a steering committee to make plans for the company's 50th birthday in 1957.

Members are Karl Ljung, vice-president in charge of agency operations, and George Cavanaugh, financial vice-president, co-chairmen; R. B. Taylor, 2nd vice-president and agency manager; Charles M. Rives, 2nd vice-president in charge of policy contract administration; Seth C. Macon, super-

intendent of agencies and sales director; and Guy Phillips, assistant secretary and manager of the personnel division.

Cahill Joins Nationwide to Direct Life, A&S Sales

D. P. Cahill has been named director of personal insurance sales for Nationwide Life. He will direct life and A&H sales.

Mr. Cahill most recently has been director of training and agency management for Mutual of New York.



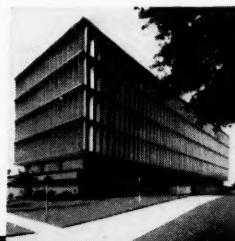
Your wife looks lovely in her new coat — your youngsters are enjoying their toys — Christmas Gifts you were glad to give those nearest your heart . . . But, now those bills in your hand remind you that it costs money to provide pleasure for your loved ones. Happy in the knowledge of your ability to give them these things, think for a moment what they would do were you not here to be their Santa Claus. Would there be enough money for a Merry Christmas?

Pan-American's "Tailor Made" Plans can be designed to provide additional funds at Christmas. The proper plan will assure you that Santa Claus will always visit your home bearing gifts for your wife and children, reminding them of their loving father.

You will be glad your Pan-American Representative called—welcome him.

Offering all forms of Life Insurance Group and Pension Plans

"When someone's counting on you . . . You can count on life insurance."



Nearly half a century of service as one of the top 6% of American mutual life insurance companies

pan-american

LIFE INSURANCE COMPANY

New Orleans, U.S.A.

"Guardian of Your Tomorrow"

PAN-AMERICAN LIFE INSURANCE COMPANY
2400 Canal Street, Dept. PR
New Orleans 19, La., U.S.A.

Without obligation, please send me full information about your "Tailor Made" Plan.

Name _____ Date of Birth _____
Address _____
City _____ State _____

In TIME and NEWSWEEK

ads similar to this are appearing regularly to build prestige for, and to assist, our Representatives in their daily efforts. Each ad reaches millions of persons who are prospects.

This, coupled with our training, top-notch sales aids, and our "Tailor-Made" policies, designed to meet individual needs, will make more money for you under

PAN-AMERICAN'S CAREER CONTRACT

"Guardian of Your Tomorrow" applies to Pan-American's Representatives as well as its Policyowners.

Crawford H. Ellis
President

Executive Vice-President

Kenneth D. Hamer
Vice-Pres. & Agency Director

POLICIES

Confederation Offers Standard to Aviators

Confederation Life will issue all standard insurance plans to pilots and crew members of licensed commercial passenger airlines with at least one terminal in the U.S. or Canada.

Private pilots aged 30 or older, with at least 400 hours' flying experience and who do not fly more than 100 hours a year, also will be taken without extra premium. Other private pilots and pilots of company owned planes used only for business will be accepted with an annual extra premium as low as \$2.50 per \$1,000.

Northeastern Cuts Rate on New Preferred Policy

NEW YORK—Northeastern Life has cut its male preferred risk whole life premium rates where the policy is for \$10,000 or more.

At age 35 the rate is \$20.06 per \$1,000, as against the \$21.68 rate on the same contract where the minimum is \$5,000.

The policy loan interest rate is 4% and all settlement options are computed with a 3% minimum interest factor. Premiums include disability waiver.

Great-West Life Cuts Major Medical Rates 30%

Great-West Life has extensively liberalized its major medical expense benefits, cutting rates 30%.

The company now will write major medical on employee groups with as few as 25 lives. The previous minimum was 100 lives. A new plan will provide for a "corridor" deductible of only 3% of salary instead of the previous 5%.

Refines Aviation Rating

Republic National Life has further liberalized its underwriting rules for civilian aviation risks, particularly through more flexible classifications.

Pilots and crew members now will be accepted under six classifications instead of two, three of which are at standard rates. There are two new classes. Because of the increased amount of prospecting for uranium that is being done by air, a rate has been established for pilots who prospect by air. Another new group includes test pilots.

New Columbus Mutual Rate Book Has Decreases

Columbus Mutual Life has published a new rate book. The major changes are decreases in disability and substandard rates. Some changes were also made in disability and accidental death benefits.

Extends Accident Cover

Great-West Life now will write aviation accident insurance, previously only available to pilots and crew members of Trans-Canada and Canadian Pacific Airlines, to a broad group of other Canadian and U. S. civilian flyers.

Crew members of Canadian and U.S. licensed commercial air lines will be considered for coverage on a worldwide basis. Crew members of company-owned aircraft; private pilots of at least 500 hours experience with annual flying time not exceeding 100 hours, and using commercial airports exclusively; and professional pilots operating charter aircraft or engaged in sightseeing, photographing, surveying or forest protection flying, now are all considered for domestic coverage in continental Canada and the U. S.

A reduction has been made in the annual premium charged to TCA and CPA crew members for accidental death coverage.

Pa. Bill Would Set Up Public Hospital Cover

A bill has been introduced in Pennsylvania legislature that would set up a state operated public hospitalization insurance program.

Under the proposed system, the department of revenue would be the administrators. Administrative expenses would be paid by the state. Rates would be established on a claim experience basis only. All residents would be eligible to purchase the cover. Rep. Bonner, sponsor of the bill, said the system would be comparable to the optional state workmen's compensation fund under which employers may elect to insure with private companies or with the state.

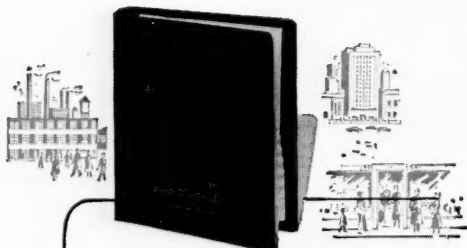
McDonald at Cincinnati

Clifford E. McDonald of International Fidelity, Dallas, president of the International Assn. of A&H Underwriters, told the February meeting of Cincinnati Assn. of A&H Underwriters "Why I Sell Multiple Line Insurance." He enumerated financial and other advantages the insurance salesman has over people in some of the professions and in other lines of business. He was introduced by Robert G. Myers, Cincinnati general agent for Massachusetts Protective and Paul Revere Life, and a member of the International association's executive board.

Votes 10% Stock Dividend

Pyramid Life of North Carolina has declared a 10% stock dividend, payable Feb. 15. Early last year the company's capital was increased to \$1 million through a 50% stock dividend and sale of additional shares.

Maine Fidelity Life has sold 45,000 shares of capital stock at \$25 a share and has received \$1,001,250. The issue was underwritten by P. W. Brooks & Co., New York City.



PENSION and PROFIT SHARING SALES

KEYED FOR
CAREER LIFE
UNDERWRITERS



are increased and made more profitable through the use of the Company's Pension and Profit Sharing Manual. This new sales-text, complete with instructions and illustrative examples, is a comprehensive working manual designed to assist the qualified career field underwriter. It has earned the acclaim of the Company's field associates and was accorded an Award of Excellence by the Life Advertisers Association at its 1955 annual meeting.

EQUITABLE LIFE INSURANCE COMPANY

of IOWA • FOUNDED IN 1847 IN DES MOINES

LIFE INSURANCE GENERAL AGENCY OPPORTUNITY

To the top quality man in the life insurance business who is disturbed by his present position, who has the qualities of leadership, and who knows he can build a successful agency, we say, "Get on our team . . . we will not let you fail."

We will back you with substantial cash, direct mail, advertising in your town, real recruiting, agent financing, and successful training. We are talking about a high quality, top-notch agency. We do have the material to help you succeed . . . everything!

All forms in life insurance (including the LICA DIAMOND: A plan . . . a way of selling life . . . complete from mail to sales . . .) Accident and Health. Hospitalization. Write for personal interview.

Some opportunities available in Illinois, Indiana, Pennsylvania, Maryland, and Delaware.

Jay Arnet, Director of Agencies

LIFE INSURANCE COMPANY OF AMERICA
WILMINGTON 99, DELAWARE

Take Steps in Arkansas to Tighten Control of Insurer Stock Sales

LITTLE ROCK—Commissioner Combs has stated he will ask the 1957 legislature to transfer to the insurance department the authority to approve and control the sales of stock of newly organized insurers. His pronouncement was prompted largely by a recent stock sale of the newly formed General Life of Arkansas whereby the Arkansas public paid \$15 per share for some 100,000 shares of stock while, at the same time, some 157,000 shares of stock which carried with them majority voting control of the company were bought by organizers of the company at \$1 per share.

Under present law, the sale of all types of stocks is regulated by the Blue Sky division of the state banking department. Following the commissioner's statement, State Bank Commissioner Simpson stated he would tighten up on promotional life insurance stock sales to halt what he called an overflow of the Texas insurance industry into Arkansas. He said there would be no more 15 to 1 ratios between the prices of stock held privately and sold publicly.

Mr. Combs pointed out that General Life has met all of the legal requirements for operation as an insurance company and that there is no reason to think that the company may not be successful in its venture. But both Messrs. Combs and Simpson said organizers of any company should bear more of the burden of financing its capital structure.

Records of the insurance department show that out of the 257,000 shares authorized by General Life's charter, 130,000 shares or 50.6% of the total shares, bought at \$1 each, are held by a Texas investment company, General Investment Co., formed in September of last year. Incorporators of General Investment have been identified as C. C. Yost, formerly of Dallas, Margaret Brand Smith and Harry R. Smith, both of Dallas.

The records shown reveal that another 27,000 shares were sold at \$1 each to a number of well known Arkansas people as well as to a few Dallas people. The prospectus of General Life lists Mr. Yost as president.

Following the General Life stock sale, Messrs. Combs and Simpson working together put the clamps on 1st Arkansas Investment Co. which wanted to sell 225,000 shares of stock at \$2, then use a part of the proceeds to form an insurance company whose stock would have been sold to the public at \$15 and \$10 a share. The company later amended its application to include only the investment company stock sale.

Name Chiten at Boston

Security Mutual Life of Binghamton has appointed Howard Chiten general agent at Boston. He was with Massachusetts Mutual Life before joining Security Mutual in 1949.

Would Bar Lapse Due to Strikes

Sen. Sgambato has introduced a bill in Rhode Island senate to prohibit life companies from lapsing policies for non-payment of premiums caused by a strike of its agents. The bill was referred to the labor committee.

Opposes Any Foreign Loan Plans

Assemblyman Travia of Brooklyn, N. Y., has predicted that any plan to invest 10% of \$90 billion of life com-

panies' assets in foreign loans will get a thorough working over by the legislature.

Assemblyman Travia, member of the New York assembly insurance committee and secretary of New York joint legislative committee on insurance rates and regulation, said he will bring the subject to the attention of the legislature if life companies make any move to ease investment restrictions contained in the law. He said life companies might well invest excess funds in housing projects, without racial or religious restrictions, because of the need for housing of veterans, middle and low income groups.

North American Life

Advances C. G. Ashbrook Jr.

North American Life of Chicago has promoted Charles G. Ashbrook Jr. from agency assistant to supervisor of field service.

Mr. Ashbrook joined the company in 1950. He will continue to edit the house organ, *Spotlight*.

Aetna Names Shriver Field Supervisor

Max D. Shriver, associate general agent at St. Paul for two years, has been appointed a field supervisor of Aetna Life.

Mr. Shriver joined the company at Des Moines in 1940. He became agency assistant at the home office in 1951.

2 More Univacs for Met

Metropolitan Life has ordered two additional Univac electronic data processing systems from Remington Rand division of Sperry Rand Corp. for delivery early this year.

Metropolitan, which installed its first Univac in 1954, will apply the new equipment to a broader area of office work to help meet a shortage of clerical personnel. The additional equipment will be operated by planners and programmers who have been trained in electronic computing technique and promoted from within the ranks.

The company will put the additional machinery to work in areas beyond the actuarial statistical problems which the first computer has been handling the past year. The Univac's speed and accuracy will relieve many clerks from routine operations which make up a large bulk of the paper work load.

Gets State Farm Ad Post

Ralph R. Decker Jr., formerly in charge of advertising for New York Life, has been named account executive for the Biddle Co., Bloomington, Ill., Chicago and Kansas City advertising agency.

Mr. Decker will work on the State Farm companies account in Bloomington. Mr. Biddle will handle all agent and local advertising and promotion for State Farm.

Before joining New York Life, Mr. Decker was director of sales promotion for Federal Advertising Agency, New York; merchandising director of Cecil & Presbrey, New York; and a divisional advertising and promotion manager for General Electric.

Mass. Mutual Suggestion Awards

Massachusetts Mutual Life has awarded \$35 to William Doe of the policy department for a work simplification suggestion. Nine other employees received lesser awards under the suggestion system.

Monumental President's Club

President's club of Monumental Life has completed its second year qualifying period with 234 agents, 73 staff managers and 28 managers on the rolls for 1956. A 3-day agents' conference will be held at Miami Beach beginning April 25.

Mutual of N. Y. Names Bourland, Lewis and Peyser to Sales Posts

Mutual of New York has appointed Roger Bourland, Claude E. Lewis and Peter A. Peyser to the sales staff at the home office. The appointments of Mr. Lewis and Mr. Peyser are effective at once.

Mr. Bourland, whose appointment is effective March 1, is resigning as director of ordinary agencies of Liberty Life. He had sales promotion and advertising experience before joining Mu-

tual at Lexington, Ky., in 1936. He was promoted to director of sales promotion and editor of *Points*, monthly sales magazine, in 1942. He went to Rough Notes Co. in 1946 as editor of the *Insurance Salesman* and joined Liberty Life in 1947. He is a CLU.

Mr. Lewis entered the business with Equitable Society at Chicago in 1948 and has been general agent of State Mutual Life at Chicago since 1954.

Mr. Peyser entered the business with Manhattan Life in 1946 and has been associate general agent in New York City since 1953.



A SPECIAL POLICY

Ten Payment Life policy with first year cash value and dividends. Beginning with 6th year, premium reduced 50%. Minimum issue, \$50,000. A top competitor.

A SPECIAL ILLUSTRATION FOLDER

For the first time, an attractive, easy to use, all-in-one FUNDED PREMIUM PLAN presentation folder complete with sales track and figures. See for yourself! Just complete coupon and mail today!

Providing sound coverage at reasonable cost through competent representatives. Bankers National's consistent aim since its founding.



GENERAL AGENCY INQUIRIES INVITED

Send me a Funded Premium Plan illustration for age.....

Name.....

Address.....

City..... State.....



Figures from Life Companies' Year-End Statements Shown

	Total Assets	Increase in Assets	Surplus to Policyholders	New Bus. 1955	Ins. In Force Dec. 31, 1955	Increase in Ins. In Force	Prem. Income 1955	Benefits Paid 1955	Total Insur. 1955
Amicable Life	47,026,642	3,045,820	3,203,899	39,427,248	235,118,922	18,224,158	5,645,686	1,996,135	4,322,144
Bankers Union Life	12,494,144	1,346,655	1,824,964	4,298,070	45,169,420	2,668,760	1,685,146	292,848	1,017,050
Citizens National Life	2,947,673	511,527	229,432	2,595,536	20,762,289	1,748,067	657,896	175,632	384,344
Columbus Mutual Life	118,733,689	7,739,993	12,277,040	53,202,672	414,365,165	28,523,019	12,214,290	6,073,569	10,280,093
Commercial Life, Ariz.	5,171,209	509,737	709,647	11,929,725	3,727,726,470	600,970,256	106,852,132	57,217,644	79,765,131
Continental Assurance	394,702,968	56,308,136	37,924,810	863,374,408	1,428,226,264	65,272,892	43,841,131	27,445,687	47,304,890
Equitable Life, Iowa	502,177,404	27,592,489	25,869,380	141,292,535	2,024,826,563	269,529,244	66,107,402	17,874,540	38,821,659
Franklin Life	331,957,088	40,939,276	32,250,000	469,577,598	21,313,763	433,315	526,733	180,418	369,540
Great American Life, Kan.	5,904,164	378,721	614,614	1,573,983	28,436,285	10,718,790	314,038	35,689	99,020
Internat'l Service Life, Tex.	952,493	448,029	678,277	2,527,020	28,436,285	10,718,790	314,038	35,689	99,020
Jefferson Standard Life	429,704,150	37,703,131	58,000,000	209,130,826	1,451,444,047	127,003,534	43,758,708	18,695,256	34,507,129
Monarch Life, Mass.	60,023,972	7,723,534	11,386,928	73,547,552	326,231,128	44,991,752	24,188,918	9,916,292	19,493,476
National Home Life	2,269,385	854,736	1,169,547	21,229,197	39,108,762	13,887,222	908,168	221,808	707,279
National Life, Vt.	619,904,619	30,324,881	37,209,160	215,966,705	1,678,930,314	142,645,150	63,408,668	40,190,155	60,162,737
Northern Life, Canada	34,499,428	2,132,790	2,781,028	30,270,897	197,694,163	20,244,958	4,131,168	1,743,469	3,545,664
Ohio State Life	81,639,995	6,075,501	8,849,964	42,273,619	309,694,636	23,400,879	9,131,993	4,224,280	7,523,100
Pyramid Life, N. C.	6,799,140	1,714,656	2,255,456	205,237,477	223,710,612	29,305,084	3,460,451	832,782	2,993,405
Security Life & Trust	53,028,489	6,069,523	7,199,579	30,145,065	686,488,935	154,658,661	12,956,604	5,161,300	9,974,367
Standard Life, Ind.	26,750,415	863,091	2,036,812	21,218,032	96,049,325	12,964,092	3,897,461	1,216,531	2,475,727
Sun Life, Md.	82,501,726	6,287,960	6,515,238	12,438,435	42,831,894	38,397,782	12,205,942	3,394,662	1,424,224
Texas Life	17,404,129	1,145,610	2,400,000	19,843,598	70,059,031	3,944,641	1,811,648	703,946	1,199,318
Trans-American Life	6,339,165	1,092,553	1,390,899	7,136,398	33,116,085	1,667,516	1,765,033	718,592	3,909,061
United Life & Accident	34,136,654	1,942,401	3,266,624	33,859,984	200,880,979	25,194,425	4,555,391	1,850,607	976,708
Western States Life	13,934,577	1,571,149	1,391,100	9,938,869	64,098,091	5,823,604	2,062,643	862,360	1,418,352
Lincoln Liberty Life	23,972,829	1,654,516	3,131,273	12,143,786	96,433,242	5,751,080	2,331,370	724,134	376,671
Peoples Mutual, Mo.	137,566	—	—	2,829,725	51,334,800	2,982,125	392,900	306,000	2,409,165
Victory Life, Kan.	34,939,841	2,549,516	2,484,966	13,130,224	131,165,656	5,568,061	1,352,792	1,252,374	1,766,218
Wisconsin Life	20,039,278	1,292,626	1,192,698	8,087,191	70,274,708	4,410,249	1,884,773	836,618	—

Faterna's

Lutheran Brotherhood 108,128,506 12,336,253 9,134,860 105,967,782 633,760,967 82,427,637 16,882,594 5,207,203 11,066,986
 The new business figures exclude revivals and increases except as follows: *\$100,891,393; *\$616,683; *\$152,400; *\$1,700,369; *\$71,000.

Occidental, Cal., Makes Several Group Changes

Occidental Life of California has made several changes in its group sales and service division, home office staff and field force.

Kermit Robinson, formerly director of training and education, was named to the new position of executive assistant, responsible for supervision of administrative functions. Temporarily he also will continue to direct training and education. He has been with the company 22 years.

Norman R. Wagner has been promoted to director of sales operations, succeeding the late Don Lee Hartman. He has 10 years of group experience, most recently as a regional manager at Los Angeles.

Frank V. Stoltze, formerly associate

regional manager of Los Angeles group unit C, has been promoted to acting manager of that office. He has been in group posts with the company for nearly six years.

John D. Johnson, assistant regional manager at Toronto since last May, has been promoted to regional manager there, succeeding George Cook, who becomes associate regional manager. Mr. Johnson has been at Toronto since 1953. Mr. Cook suffered a recent illness but will continue to be active.

Arnold Rodriguez has been advanced to assistant manager of the Los Angeles service department. He joined the company in 1953.

To Boost Capital by \$500,000

Bankers Health and Life of Georgia stockholders approved an increase in capital from \$1 million to \$1.5 million.

Katz Leads Mass. Mutual in '55 Ordinary Sales

Richard J. Katz, Rochester, N. Y., led Massachusetts Mutual Life in ordinary sales in 1955 with \$3.5 million. He has been at Rochester since 1929 and has led the agency in production for seven of the last 10 years. He is a life member of Million Dollar Round Table and has qualified for the past 12 years.

Griffith Associates to Meet

Griffith Foundation associates insurance men who handle the Charles W. Griffith memorial foundation for insurance education at Ohio State university, will meet Feb. 13 at Columbus. R. B. Sherman, state agent for Northern Assurance and president of the associates, will preside.

Palmer Predicts Rise in Efforts for More Group Prospecting

A greater effort will be made to bring the message of life insurance to groups of people instead of individuals, President H. Bruce Palmer predicted at Mutual Benefit Life's general agents' meeting in Chandler, Ariz.



H. Bruce Palmer

This would conserve the agent's time, his most valuable asset, and provide far-reaching benefits to him, Mr. Palmer said. Group prospecting would go a long way toward making the agent's job easier. If automation brings a 4-day week, as some economists have forecast, the president wondered if the agent still would have to work six or seven days.

New and creative methods of merchandising must be developed if life insurance distribution is to keep pace with the modern economy. New markets are opening, and many of the old markets have not been reached adequately. Among them are farmers, students and women. New ways must be found to reach them.

Perhaps the greatest problem is communication of the life insurance idea to the public, Mr. Palmer pointed out. It is entirely likely that the motion picture, one of the most modern means of communication, will be used in the future with far more effectiveness than in any previous time.

Mutual Benefit has grown impressively in all areas in the last decade, and many new coverages, sales tools and other aids for the field have been added, he said. Among them are a new special class policy, additional death benefit provision, juvenile, a new term policy and family protection. The president paid tribute to W. Paul Stillman, who recently marked his 10th anniversary as chairman. The general agents association joined with Mr. Palmer in sending a congratulatory wire to Mr. Stillman.

Union Mutual Issues Standard to Aviators

Union Mutual Life has liberalized aviation underwriting to issue standard to pilots and crew members of scheduled passenger airlines of the U. S. and Canada.

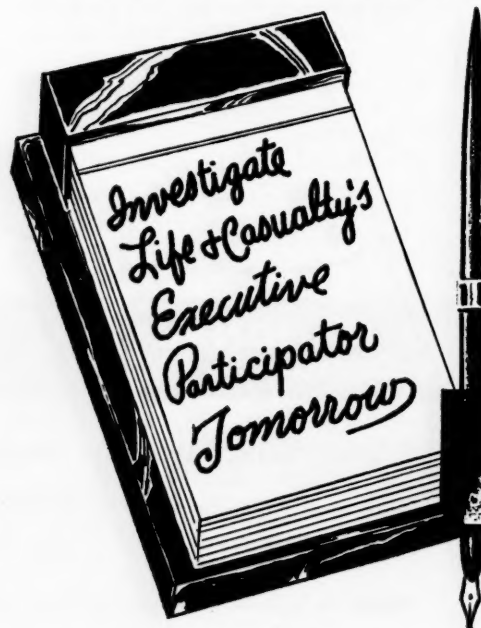
Most non-commercial pilots, those not flying for pay, will be underwritten more liberally. Those age 27 and over who have more than 400 total solo hours experience and fly less than 110 hours a year now are considered standard. Others are classified an extra of \$2.50 up per \$1,000, depending on the number of hours' experience and amount of annual flying time.

Pilots qualifying for standard rates are eligible for all company plans except whole life preferred risk.

Estate Planning Course

Institute on Federal Taxation of New York university's division of general education is sponsoring an 8-lecture course on estate planning. Classes will be held every Tuesday, Feb. 7 to March 27, from 7 to 9 p.m. at a midtown center. Instructors are Albert Mannheimer and Joel I. Friedman, New York lawyers.

LIFE AND CASUALTY is going places!



More and more business men are "taking time out" to buy Life and Casualty's sensational new low cost Executive Participator Policy. Participating, it is issued only in amounts of \$25,000 or more . . . creating a lucrative and prestige-building market for L & C field men. It pays to be with a company that is "going places."



ACCIDENT & SICKNESS

Changes in DITC Program Asked at Chicago Meeting

Recommendations for changes and additions to its text, election of a new trustee, and a financial report showing operations in the black were the highlights of a meeting of the Disability Insurance Training Council in Chicago. The meeting was attended by DITC trustees, International Assn. of A&H Underwriters board members, and members of an instructors' committee to advise and recommend changes in text and procedure.

Main changes in the text recommended were more on hospitalization and inclusion of the new National Assn. of Insurance Commissioners "advertising code" for A&S. The advisability of including more material of group A&S was discussed, but no recommendation was made for such a change at this time.

Elected to the board was Stuart Ferris of LIAMA. Mr. Ferris was elected as an individual rather than as a representative of LIAMA.

Reporting on the financial operations of DITC, John Galloway, Provident L&A., Birmingham, interim director of the organization, told trustees and others present that it is now operating "in the black."

The report on schools from the instructors present was given by Leslie King, Hoosier Casualty, Indianapolis; Dale Potts, executive vice-president of Wisconsin Casualty, Milwaukee; Arnie Bruheim, North American L&C., Minneapolis and William Highfield, Insurance R&R, Indianapolis.

To Hold A&H Sales Congress at Eau Claire

Northwestern Wisconsin A&H Underwriters will sponsor a sales congress at Eau Claire, Feb. 20.

Speakers include S. L. Horman, vice-president of Time of Milwaukee; Carl Ernst of North American L&C.; Charles Stumpf of Illinois Mutual Casualty, and John Buckley of Minnesota Mutual.

Dale B. Potts, president of Casualty Assn. of Wisconsin, will meet with other states officers during the day to discuss plans for the state sales congress.

Health Message Does Not Have A&S Reinsurance

President Eisenhower's health message to Congress did not mention health reinsurance, which was a cardinal point in the administration's health program a year ago. HEW Secretary Folsom said that before reinsurance is attempted efforts will be made to get insurance companies to pool risks and expand coverage. He said he knew companies are interested because he has been talking to their representatives. If such a plan works, he said, it will not be necessary for the government to do anything about reinsurance of health risks. If it does not work, he indicated, the time would be ripe to discuss reinsurance.

State Employee Health Coverage Sought in N. Y.

Sen. Metcalf and Assemblywoman Strong have introduced in New York State legislature a bill to authorize the civil service commission to negotiate a hospitalization insurance contract covering state employees, retired employees and their dependents.

The contract would provide full hospital service coverage with no deductible, 120 days of semi-private care and unlimited auxiliary services, coverage of newborn children from date

of birth, maternity coverage, outpatient care and short term care for tuberculosis and mental disease. It might cover as many as 250,000 eligibles at an estimated annual premium cost of \$5 million, to be borne equally by employees and the state.

The bill's backers termed it as the first step toward a complete health insurance program, including medical-surgical.

Colo. Eyes Blue Cross Plan for Old-Age Pensioners

Colorado commission on the aged has held several meetings at Denver to determine the feasibility of providing medical-hospital insurance for old age pensioners. Blue Cross and Blue Shield plans, asked to make cost estimates, gave a rough figure of \$7 to \$7.50 a month for a hospitalization plan for each pensioner, but noted that the figure could not be anything but approximate until there is a decision on how comprehensive the plan would be.

The commission's study may not be limited to Blue Cross, and there were indications the health program might be run by the state welfare department out of a central fund or by county departments under state supervision.

The federal government reportedly may withdraw grants to Colorado pensions, which average about \$35 a month each, unless the state's program is revised more nearly to a basis of individual need.

Expect Decision on Big Milwaukee Group Case

The Milwaukee city council finance committee held a hearing recently to try to settle the question of who would write the city employee group A&S case, which carries a premium of more than \$1 million.

A special subcommittee had recommended, after 24 months of study, that the business be given to Blue Cross-Blue Shield, but at the last minute there were protests by members of the full committee that private companies could do it cheaper. At the hearing it was brought out that this could be accomplished only if Blue Cross paid premium taxes. Representatives of Benefit Assn. of Railway Employees and North American Life & Casualty said they could beat the Blue Cross rate on an ex-tax basis.

At one point it was recommended that the finance committee meet with Blue Cross and company representatives, but it was pointed out that this would mean starting the investigation all over again. One of the committee members remarked: "It would be folly to go into this again. It would create a suspicion that the city didn't know what it was doing."

A final decision is expected this month.

Has \$25 Deductible Plan

Associated Hospital Service of Illinois has introduced a \$25 deductible hospitalization plan, available both to individuals and groups.

The deductible applies to each person insured. Nearly every miscellaneous charge except blood is covered on a no-limit basis, and the plan covers for 120 days, with 50 days full benefits. The age limit for new policies has been increased to 65, and there is an incontestable clause after two years.

Plan Two DITC Courses

DITC courses are scheduled to begin Feb. 6 and run for 13 weeks at Orlando, Fla., and Feb. 23 to run for 23 weeks at Columbus, O.

Milwaukee A&H Agents Hear Wright

Gibson Wright of Continental Casualty, Eau Claire, credited cold canvassing, visual selling and package selling as methods which have made him a top salesman for his company in Wisconsin. He spoke at the February meeting of Milwaukee A&H Underwriters.

Mr. Wright, who is also Wisconsin director of International Assn., discussed the new "Choose the Plan" program.

Mich. A&H Underwriters Name Cooper President

James E. Cooper, Detroit, was named president of Michigan Assn. of A&H Underwriters at the annual meeting. He succeeds Raymond Bos, Time, Grand Rapids. Armond Kuder, Bay City, and Francis Barnhart, Lansing, were chosen vice-presidents and Mrs. Blanche I. Ritter of the McKinnon & Mooney Insurance Service, Flint, secretary-treasurer.

The annual sales congress will be held at Lansing April 19.



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Midland Mutual's "Prosperity Contract"

New general agents representing Midland Mutual Life get "off the ground" quicker, start making clear money sooner under the Prosperity Contract. Liberal financial assistance in many forms helps the Midlanders in the field during and beyond the building years.

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NEWS OF FRATERNALS

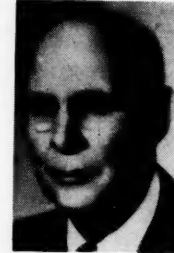
YOUNG ADVANCED

G. H. Crowns, NFC President, Named to Top C.O.F. Post

George H. Crowns president of National Fraternal Congress, has been advanced to high chief ranger of Catholic Order of Foresters and is succeeded as high secretary by Hugh Young.

Mr. Crowns, a member of C.O.F. since 1907, served as high secretary for 11 years. A graduate of Marquette university law school, he practiced law from 1916 until 1944, except for military service during World War I. Mr. Crowns' extremely active service in fraternal organizations was climaxed last September with his election as NFC president.

Mr. Young has been with C.O.F. since 1922, most recently as vice high chief ranger at Minneapolis. He long has been active in juvenile work, and was instrumental in establishing the order's boys' camp at Anoka, Minn., where he acts as manager-director. He is a past president of Minnesota Fraternal Congress and of Fraternal Youth Counselors of NFC.



G. H. Crowns

Robert H. Grewe, Valparaiso, Ind., \$1,026,500; Harold W. Riess, Indianapolis, \$1,026,300, and Mrs. June L. Park, Oakland, Cal., \$1,015,146. Mr. Werning wrote \$1,000,500 in his first year, and 1955 was the third consecutive year of million dollar production for Mr. Riess. Mrs. Park in 1955 registered her second consecutive year as one of the very few women million dollar producers. Paced by Messrs. Kleine, Riess and Grewe, the T. L. Precht agency at Seymour set a new society production record in 1955. The 10-man agency wrote \$6,564,017.

Woodmen of the World, Omaha, Had Big '55 Gain

Woodmen of the World of Omaha in 1955 had its largest increase in seven years in new life business, the total of \$90,075,536 representing a gain of \$8,210,375 over the preceding year.

Insurance in force increased more than \$18 million to total \$588 million. Assets are in excess of \$200 million. Benefit payments since organization total more than \$479 million. There is a membership now of 438,000.

Alabama, with \$6,975,000, wrote the largest amount of new business in 1955. The best gain was reported by Louisiana, which wrote \$6,233,655, almost \$2 million over the 1954 record. The 1954 records were exceeded last year by 29 states.

Climaxing the growth year was December business of \$6,082,178 on 2,561 applications, exceeding the December, 1954, record by more than \$2 million. A "do-it-yourself drive" conducted from Oct. 3 to Dec. 17 resulted in 8,497 applications for \$19,513,682 or business.

Chicago Agency Leads Lutheran Brotherhood

The Langhaugh agency of Lutheran Brotherhood, Chicago, did nearly \$5 million in business during 1955, topping the 59 agencies of the society in U.S. and Canada. Carl F. Granrud, president of the fraternal, headed a home office delegation honoring members of the agency at a dinner in Chicago Feb. 6.

Lutheran Brotherhood in 1955 had record sales of more than \$105 million and expects to better this by about 20% in 1956.

H. A. Burke Omaha Manager for Woodmen of the World

Harold A. Burke has been named district manager at Omaha for Woodmen of the World, Omaha.

Mr. Burke formerly was with the society's head office, serving in the commission and investment department. He also has been field auditor, assistant internal auditor and an organizer in the boys' activities department. He joined the society in 1936.

Five Aid Assn., Lutherans Agents Top \$1 Million in '55

Wilmer P. Werning, Cedar Rapids, Ia., in his first 12 months in insurance sold more than a million dollars of business during 1955, as did four other Aid Assn. for Lutherans agents.

The society's new business increased 21.9% over 1954, totaling \$143,664,517. Despite limiting its prospects to a small segment of the Lutheran church, the society will rank about 30th among North American life insurance institutions in 1955 gain in ordinary in force, according to officials.

Wilfred E. Kleine, Seymour, Ind., led all field representatives in 1955 with production of \$1,131,956, followed by

New Electronic Machine for Aid Assn., Lutherans

A new high speed electronic printer and punch machine that will address up to 450 notices per minute has been ordered by Aid Assn. for Lutherans.

The new machine, a Burroughs series G-100 to be delivered about mid-year, will speed addressing premium and surplus refund notices and other communications. As in the case of earlier electronic installations, no employees will be laid off. Personnel whose jobs are eliminated by the electronic devices will be reassigned to other departments. It is estimated that more than 200 additional employees now would be needed if it were not for the electronic equipment. In 1954 the society switched from field premium collection to a centralized system of home office billing and collection.

Texas Leaders Hold Seminar

Texas Leaders Round Table held its annual seminar under the direction of A. R. Jaqua, director of the Southern Methodist University institute. The program covered a wide range of technical and selling topics.

Los Angeles A&H Managers Meet

Frank B. Hamilton, certified gynecologist, addressed the January meeting of Los Angeles A&H Managers on "The Change of Life of the Male."

CORRECTION

Seaboard Life of Miami has been capitalized at \$1 million, of which 150,000 shares have been sold at \$2 each to the original subscribers, \$150,000 of capital, plus \$150,000 of paid-in surplus. The figures given for capital and reserves in the Jan. 20 issue of THE NATIONAL UNDERWRITER were incorrect.

Travelers Names Kane, Gaskill to New Posts

Travelers has promoted Charles L. Gaskill to manager at Providence and



Cyril J. Kane



C. L. Gaskill

appointed Cyril J. Kane manager at St. Louis to replace Clyde Whiteley, who has taken a leave of absence on advice of his physician.

Mr. Gaskill, a training assistant in the life and A&S department since last year, joined the company as field supervisor at New York City in 1950.

Mr. Kane, manager at Providence since 1950, joined the company as field supervisor at New York in 1943.

Mr. Whiteley, manager at St. Louis since 1953, joined the company as field supervisor at Oklahoma City in 1929 and served as assistant manager at Milwaukee and manager at Bridgeport, Conn., and New York City.

Protective Life Names Larche to Agency Post

Protective Life has appointed James G. Larche supervisor of agencies in Mississippi and Louisiana, with headquarters at Monroe, La.

Mr. Larche has been an independent life insurance broker in Tampa and Jacksonville since 1953. He was Florida manager of Earl H. Weltz & Co. in 1952. He previously was with Prudential for 10 years, the last seven as assistant manager in New Orleans and Tampa.

Ideas Win Mass. Mutual Prizes

Massachusetts Mutual Life last year adopted employees' work simplification ideas which will result in an estimated savings of \$140,000 within five years.

The company adopted 120 ideas, of which all but 16 resulted in work simplification. A third of the 354 proposals made in 1955 were accepted. Employees received suggestion awards ranging from \$10 to \$350.

New Tax Guide for Agents Published

The newly revised 1956 edition of *Tax Facts on Life Insurance*, developed and published by the Diamond Life Bulletins department of the National Underwriter Co., is now off the press.

This popular question-and-answer, pocket-sized tax guide reflects latest legislation—all regulations, rulings and cases published prior to Jan. 1, 1956—everything of importance to the life underwriter. It is written in simple, easy-to-understand-and-use question and answer form and cross-indexed with the exclusive D.L.B. guidex which makes this authoritative tax book really three books in one—it is possible to tell at-a-glance whether the prospect has one, two, or three federal tax problems.

The book's easy-to-find information on income, estate and gift taxes is a quick easy-to-use source of facts for review of tax problems. Price is \$2 for single copy; less for quantity orders.

Fox Named Deputy Pa. Commissioner

William V. Fox Jr. has been appointed deputy insurance commissioner of Pennsylvania in charge of the bureau of rate regulation, succeeding Forrest J. Henry who resigned.

Mr. Fox was assistant to Mr. Henry as acting deputy commissioner. He started in insurance with Standard Accident in 1939. He joined Continental Casualty in 1952 and was Philadelphia manager prior to his appointment with the insurance department.

Equitable, Iowa, Names J. E. Rice at Philadelphia

Jack E. Rice has been appointed general agent of Equitable Life of Iowa at Philadelphia, succeeding Allan D. and M. Roos Wallis who



Jack E. Rice

who have asked to be relieved of general agency responsibilities. Mr. Rice, a son of a former general agent of Equitable, has spent his entire business career with the company. He became an agent in 1946, was made a home office field supervisor in 1950, assigned to expanded responsibilities among eastern agencies the following year, and in 1954 was made assistant superintendent of agencies.

Allan D. Wallis has served the company as a general agent at Philadelphia continuously since 1915. M. Roos Wallis, his son, was with the Philadelphia agency from 1932 to 1936 when he became a partner with his father. The Wallises will continue to represent the company at Philadelphia.

Pru Writes \$1 Million Group DBL Policy

Prudential has written a group policy to provide A&S benefits, required by the New York state disability benefits law, for more than 900 dress manufacturers of the United Better Dress Manufacturers Assn. and United Popular Dress Manufacturers Assn. The policy will develop more than \$1 million annually in premiums while covering more than 42,000 employees. J. S. Frelinghuysen Corp. of New York placed the cover.

Conn. General Names 4

Connecticut General Life has named William A. Berger district group manager at Cincinnati where he has been group service representative, and Gilbert D. Sewart group manager in the Cleveland brokerage office. He has been special group representative in Hartford.

Lewis B. Daniels Jr. has been named assistant district group manager at Hartford. He has been in charge of group at Albany.

John C. McNeff Jr. has been appointed assistant group manager at Newark. He has been special group representative at Philadelphia.

D. C. Estate Planners Day Feb. 27

Washington, D.C., Life Insurance Trust Council will hold an estate planners' day Feb. 27 at Statler hotel. John E. Powell, Washington lawyer, George B. Gordon, director of advanced underwriting of Mutual Benefit Life, Earl Jonscher, vice-president and trust officer of American Security & Trust Co. of Washington, and Morris B. Hariton, certified public accountant of Washington, will take part in a forum.

LIFE INSURANCE Super Market

If you associate the idea of low prices, modern merchandising and a complete stock with the word "supermarket"—you may safely think of American United Life as the supermarket of life insurance.

Competitive from an actuarial standpoint, American United knows the value of a progressive underwriting attitude. Sales ideas, the life blood of the life insurance business, flow unhindered over a two-way street: from field force to Home Office and back again. And a "full line of merchandise" helps make the most of every call for American United representatives.

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ALL ORDINARY LIFE FORMS * FLEXIBLE OPTIONS * LIFE INCOME * LOW NET COST SPECIAL * UNIQUE JUVENILE * GROUP INSURANCE * GROUP RETIREMENT * PENSION TRUSTS * MAJOR MEDICAL * NON-CAN DISABILITY * SPECIALISTS IN THE FIELDS OF SUBSTANDARD UNDERWRITING AND REINSURANCE.

LET'S LOOK AT THE RECORD...

Our "Annual Review of Life, Fire and Casualty Insurance Stocks 1955" shows the individual market performance of 95 issues, for 1955 vs. 1954.

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EDITORIAL COMMENT

Ratio of Advertising to 'Sales'

The 45 insurance companies that "can be assumed to use advertising consistently as an integral part of their marketing and management policy" spend less for advertising in proportion to volume of sales than any other category of advertisers. This was determined, on the basis of 1954 expenditures, by the University of Illinois and *Advertising Age*, weekly newspaper of marketing.

The 45 insurance companies that use advertising regularly, as defined above, spent 40 cents on advertising for each \$100 of "sales." Even the "communications, public utilities, banking, financial" category spent 78 cents per \$100, nearly twice the insurance rate. General foods and beverages spent \$2 for each \$100 of sales, while for cigarettes the outlay was \$5.30 per \$100. Running somewhat heavier were soaps, entertainment and amusements, general drugs and toiletries. The highest amount, as might be expected, was for cosmetics and beauty aids, \$16.47, with medicines and proprietary remedies close behind, with \$15.65. The only other group over \$10 was personal hygiene and health supplies, \$14.20.

In spite of the increasing amount of advertising done by insurance companies it seems reasonable to suppose that the insurance industry's expenditures for advertising per \$100 of sales should be fairly far down the line. But 40 cents per \$100 seems an incredibly small ratio particularly when it is remembered that this is not a ratio for the entire insurance business but only for those companies which, in the words of *Advertising Age* can be assumed to use advertising consistently as an integral part of their marketing and management policy."

What apparently distorted the result was the definition of insurance "sales." Should an automobile bodily injury policy with a top limit of liability of \$300,000 be considered a \$300,000 sale? Or is the "sale" the amount of premium on such a policy? Is a \$10,000 life insurance policy a \$10,000 sale or should it be considered as only for the amount of premium?

Fire, casualty and marine insurers generally think of sales in terms of premium volume. Life insurers, on the other hand, state their new business in terms of face amounts.

Did the University of Illinois researchers take these definitions into account? It seems pretty obvious that face amounts were used in the case of life insurers, at least, for in no other

way is it possible to explain the extreme smallness of the ratio of advertising expenditures to "sales."

Just what should be considered a "sale" is somewhat puzzling, particularly in the life insurance field. In property and liability insurance the total of premiums written during the year could be regarded as "sales." In life insurance, however, to regard the sale of a \$5,000 face amount policy as being comparable to, say, the sale of a \$5,000 automobile is completely unrealistic. Should the sale be limited to first-year premiums? This seems unrealistic also, just as it would be inaccurate to regard the down payment on a house as the total amount of the "sale."

Perhaps for comparison with advertising in other fields a life insurer's annual sales should be the total volume of premiums, new and renewal, since advertising not only helps sell a policy but undoubtedly helps keep the renewal premiums coming in.

It seems incredible that researchers would regard the sale of a \$25,000 life insurance policy as being comparable with the sale, for example, of a \$25,000 house. Yet the minute ratio of 40 cents per \$100 of sales for the 45 "advertising" insurance companies in the country seems impossible to explain on any other premise.

For if we regard premium income—even the total of new and renewal premiums—as constituting life insurance "sales," what do we get? Well, the premium income of all United States life companies for 1954 was \$11,563,000,000. Total advertising expenditures by all of those companies—including nearly 1,000 that did not advertise at all or not enough to be included in the University of Illinois-*Advertising Age* study—are reliably estimated as being something over \$40 million for 1954. This works out to around 37 cents per \$100 of sales—or almost the same as the 40 cents per \$100 that the researchers show for the 45 most prominent advertisers among all classes of insurers.

Hence it is obvious that at least for the life companies covered in the survey the definition of "sales" that was used could not possibly have been premium income, even if the term were defined as the sum of new and renewal premiums.

Relating total life insurance advertising to first-year premiums is much more difficult because available figures don't separate industrial business into first-year and renewal, nor is

there any way to say how much of the aggregate life insurance advertising expenditure is for industrial and how much for ordinary, since all the major advertisers selling industrial sell ordinary as well.

In 1954 total first-year ordinary premiums for life, double indemnity and disability were about \$753 million. The total life insurance advertising expenditures were about 5.7% of that amount, or \$5.70 per \$100 of "sales"—sales being defined as first-year ordinary premiums. Whatever part of the total advertising outlay should be attributed to industrial insurance would lower the \$5.70 figure proportionately. Even if as much as a third—which seems on the high side—were counted as industrial's share, the advertising outlay per \$100 of ordinary "sales", i.e., first-year premiums, would be close to \$4 per \$100.

Comparisons of insurance advertising outlays with those of other categories of advertisers are interesting but apparently so much depends on what definition is used that insurance can rank itself anywhere from below airplane manufacturers to above cigarette makers. Anyway, the survey makes it clear that insurers are a long way from spending as much on advertising per dollar of sales as the cosmetics manufacturers do—if that has been worrying anybody.

PERSONALS



R. C. Cardais

Robert C. Cardais, who has been appointed general agent of Massachusetts Mutual Life in New Orleans, joined the company in 1951 and has been supervisor in Boston, Lawrence, Mass., and Newark. He is past president of Newark Life Supervisors Assn.

A. M. Burton, who founded Life & Casualty of Tennessee in 1903 and retired as president in 1950, was honored at a dinner at David Lipscomb college on his 77th birthday. He is giving 90% of his income to church and charitable purposes and has given \$1 million to the college.

Charles Fleetwood, vice-president in charge of the southwestern home office of Prudential, has been named president of the board of United Fund of Houston.

Leroy A. Lincoln, chairman of Metropolitan Life, and **James A. McLain**, president of Guardian Life, have been appointed to New York City national shrines advisory board, which will

study the promotion and support of rehabilitating and preserving Federal Hall national memorial, Castle Clinton national monument and Statue of Liberty national monument.

Frank L. Harrington, president of Paul Revere Life and Massachusetts Protective, has been reelected to the board of Worcester Community Chest for a 3-year term.

Robert L. Baer, assistant agency vice-president of Colonial Life, has been appointed chairman of the annual membership drive of Young Men's Christian Assn. of the Oranges and Maplewood, N. J.

DEATHS

CHARLES B. PETRIE, 55, life editor of the *Weekly Underwriter* of New York City, died at his home there following a heart attack. He was also editor of the *Insurance Press*, an industrial life insurance magazine. As a daily newspaperman he served on the *Louisville Courier-Journal*, *Chicago Herald-Examiner*, *New York Evening World*, and the *World Syndicate*. He was the first managing editor and art director of *Mademoiselle*. Mr. Petrie was also managing editor of the life edition of the *Spectator*, assistant to the vice-president in charge of advertising and sales promotion of American Surety, and vice-president of the Andrew Cone advertising agency of New York City. He was with the *Weekly Underwriter* 1931-35 and rejoined it in 1951.

JACK WARSHAUER, 64, manager of Guardian Life in Brooklyn, N. Y., for 25 years, died in Lenox Hill hospital. He was past president of Brooklyn Life Managers Assn. and Brooklyn Assn. of Life Underwriters.

MAX GREENBERG, 70, with New York Life for 30 years, died suddenly in his office at the A. W. Trebilcock agency, 141 West Jackson boulevard.

Names Graupner at Framingham

Prudential has appointed William S. Graupner district manager at Framingham, Mass., to succeed Anthony Senory, who has been transferred to Providence. Mr. Graupner joined the company in Camden, N. J., in 1933 and has been agencies service representative since 1951.

Malone Joins Pa. Insurer

James F. Malone, Pennsylvania insurance commissioner from 1947-1950, has been named general manager and counsel of Pennsylvania Manufacturers' Assn. and PMA Casualty & Fire, in charge of activities in western Pennsylvania.

Joins Continental American Board

Charles A. Rittenhouse III, general counsel and director of the legal department of Du Pont Co., has been elected to the board of Continental American Life to succeed Francis V. Du Pont, who resigned.

The NATIONAL UNDERWRITER

Life Insurance Edition
EDITORIAL OFFICE:
59 John St., New York 38, N. Y.
Executive Editor: Robert B. Mitchell.
Assistant Editors: John B. Lawrence, Jr.
and Eloise West.

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Murray 8-1634. Fred Baker, Southeastern Manager.

BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. R. J. Wieghaus, Resident Manager.

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Assistant Editors: Richard J. Donahue and Charles L. Manning.
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CINCINNATI 2, OHIO—420 E. Fourth Street, Tel. Parkway 1-2140. Chas. P. Woods, Sales Director; George C. Roeding, Associate Manager; George E. Wohlgenuth, News Editor; Roy Rosenquist, Statistician.

DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadis, Southwestern Manager.

DETROIT 26, MICH.—502 Lafayette Bldg., Tel. Woodward 1-2344. A. J. Edwards, Manager for Indiana and Michigan.

ADVERTISING OFFICE:
175 W. Jackson Blvd., Chicago 4, Ill.
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420 E. Fourth St., Cincinnati 2, Ohio.
Telephone Parkway 1-2140.

KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 2-9157. William J. Gessing, Resident Manager.
MINNEAPOLIS 2, MINN.—1038 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Northwestern Manager.
NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3958. J. T. Curtin and Clarence W. Hammel, New York Managers.
NEWARK 2, N. J.—10 Commerce Ct., Tel. Mitchell 2-1306. John F. McCormick, Resident Manager.

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OMAHA 2, NEBR.—610 Keeline Bldg., Tel. Atlantic 3416. Fred L. White, Resident Manager.

PHILADELPHIA 9, PA.—1027 S. Broad St., Room 1127, Tel. Pennypacker 5-3706. Robert I. Zoll, Middle Atlantic Manager.

SAN FRANCISCO 4, CAL.—Flatiron Bldg., 544 Market St., Tel. Exbrook 2-3054. A. J. Wheeler, Pacific Coast Manager.



Anne Frimkess Leads Manhattan in Sales

Mrs. Anne Frimkess, Los Angeles, led Manhattan Life in paid ordinary volume in 1955 with more than \$1 million. Mother of three children, she has been among the top producers consistently since joining the Grosten agency six years ago.

Joseph S. Harmelin, Newark, was first in paid ordinary premiums and second in paid ordinary volume. He has been with the company since 1941 and recently qualified for Million Dollar Round Table.

Third in ordinary volume went to Peter A. Peyser, New York City. William E. Rosenblum, Newark, was second in ordinary premiums and Tom Connolly Jr., Sacramento, was third.

Rowland L. Bertonneau and Irving L. Orland, both of Los Angeles, tied for leadership in personal group volume and group premiums. Alfred Schlesinger, Los Angeles, was second in group volume and premiums and Frederick L. Katz, New York City, was third in both.

The Grosten agency led in ordinary volume, with the Ranni agency, New York City, second and the Sobel agency, Philadelphia, third. The Ranni agency was first in ordinary premiums, with the Peyser agency, New York City, second and the Grosten agency, third.

Leadership in group volume and premiums went to Grosten, with Edwards agency, New York City, second in both and Ranni, third.

Eckert Agency, J. N. Meeks Lead Northwestern Mutual

The C. R. Eckert agency, Detroit, led all Northwestern Mutual offices in 1955 production with sales of nearly \$26 million, a 33% increase and also a new company record. It was the third consecutive year the Eckert agency led the company.

The Stumm & Roeder agency at Aurora, Ill., placed second, followed by John R. Mage & Associates, Los Angeles. Both agencies produced more than \$16 million to set new marks.

For the third consecutive year, Jack N. Meeks, Columbus, O., was the leading agent with sales of nearly \$3.5 million. Clifford A. Seys, Grand Rapids, was second with \$2.75 million and A. C. F. Finkbinder Jr., Philadelphia, third with \$2.25 million. All three men had the best year of their careers, and in addition Mr. Seys' agency was tops among the company's district agencies.

Promoted by Hancock

John Hancock has appointed Charles W. Pinkham director of training in the group sales and service department. He has been field assistant.

Robert B. Horan, group home office representative at Cleveland, has been promoted to field assistant in the group sales and service department.

Olympic National Buys Building

Olympic National Life of Seattle has purchased the American building located on the southeast corner of Second and Madison streets. The company purchased a twin structure, the Empire building, in 1947.

The buildings, erected in 1906, long have been mistaken as being one, because of their common front. The purchase price was undisclosed. Each building is 12-stories tall.

Extend Grace for Flood Victims

Occidental Life of California policyholders in flood-stricken areas of northern California and Oregon have been granted an extended grace period for the payment of all premiums on their life and A&S policies.

The grace period for the payment of any premium falling due between Nov. 20, 1955, and Jan. 31, 1956, is extended to March 4, 1956.

Home Life Names Stark Agency Field Assistant

Home Life of New York has appointed William B. Stark Jr. an agency field assistant to take part in agency management and training.

Mr. Stark, assistant manager at Syracuse since last June, joined the company as a planning assistant in the agency department in 1946. After working in the home office and in Newark, he went to Syracuse in 1948.

Top Commonwealth Life Trophy Won by LeLaurin

The home office agency at Louisville, managed by Louis A. LeLaurin, won the Commonwealth Life 1955 president's trophy. The award goes to the agency with the best all around performance during the year.

Dan H. Quirey of the southern Indiana branch at Evansville received the director of agencies trophy for ranking first in cumulative cash sales commissions and Paul Shepherd of Richmond, Ky., won the supervisor of agencies trophy for completing his first contract year with the greatest amount of cumulative cash sales commissions.

Miss. Senate Passes Bill to Hike Premium Taxes

JACKSON—The Mississippi senate has passed an administration-sponsored tax measure which could increase premium taxes by an estimated \$1 million in the next two years. The bill calls for an increase in the premium tax on foreign life and A&S companies to 3% from the former 2.5%, while the rate on domestic life and A&S companies would be raised from 1.16% to 1.5%. An amendment from the floor prohibits mutuals, except farm, benevolent and fraternal, from deducting dividends from the payment of premium taxes.

Wins Life of Ga. Trophy

Life of Georgia has awarded the J. N. McEachern trophy for 1955 production to the Alexandria, La., district, managed by J. S. Tibbitts. The trophy, named for the late co-founder of the company, was awarded at a banquet.

Hancock Awards Group Trophies

John Hancock has awarded a 1955 vice-president's group trophy to Washington, D.C., group office for outstanding achievement in group life and employee life production, group annuity premium accumulated, new employee and dependent group coverages written, and policyholder service activities.

Vice-president Clarence W. Wyatt presented the trophy to manager Gordon L. Richardson at a dinner. Similar awards were presented to the New York City and St. Louis group offices managed by James W. Moriarty and Phillip P. Wilson, respectively, for leading their divisions.

Texas Selection Men Elect

HOUSTON—R. Kenneth Evans, assistant secretary and chief underwriter for Columbia General Life, was elected president of South Texas Home Office Life Underwriters Assn. Others elected were B. T. Watkins, chief underwriter for C. & I. Life, vice-president and program chairman; Raymond D. Lloyd, Retail Credit Co., vice-president and membership chairman, and Jack V. Lay, Great Southern Life, secretary and treasurer.

Fidelity Mutual Awards to 8 GAs

Fidelity Mutual Life has given its 1955 agency building award to General Agents J. T. Flanagan Jr., Philadelphia; George A. Hatzes, Washington, D. C.; E. H. Meyers Jr., Detroit; George N. Charuhas, Miami; William G. Pierce, Philadelphia; George W. Kenney Jr., Los Angeles; Harold L. Steinkamp,

Memphis; and Ralph G. Trimborn, Dayton.

The awards are given in recognition of agency development. Qualification is based on added manpower and certain minimum attainments for new agents in their first and second years.

D. K. Olney to Saginaw

New York Life has named Donald K. Olney associate manager at Lansing, in charge of the Saginaw office. He was at Detroit as assistant manager and more recently manager at Springfield, Ill. He is a CLU.

A \$2 BILLION COMPANY

WITH ASSETS OF OVER

\$ 650 MILLIONS

reports a record year for 1955

• • •

NEW BUSINESS \$301,290,928
NET INCREASE BUSINESS IN FORCE \$208,466,525
INCREASE IN ASSETS \$ 62,086,328

During 1955 Manufacturers Life established Branch Offices in Columbus, Minneapolis and Washington, D.C. to build its United States organization to a total of 21 offices. The total new business in the United States of \$106,619,779 represents an increase of 41% over the previous year.

THE MANUFACTURERS INSURANCE LIFE COMPANY

HEAD OFFICE (Established 1887) TORONTO, CANADA

Forever... is a Long Time



And the loss of major household support—forever—can cause turmoil that may disrupt lifelong plans.

Your customers want a service that preserves financial stability of a household at such times. Old Republic's new Critical Period plan guarantees 36 months' payments if the borrower dies, and 12 months' payments in case of disabling accident or illness. Because of its low cost, absence of premium differential for age, lack of medical examination requirement and simplicity in handling, it's good business for borrower and lender alike. No extra help is required.

A letter, wire or phone call will bring the man from Old Republic to your desk with full information.



Old Republic
Life Insurance Company

Chicago 1, Illinois

Sales Ideas That Work

Get Hordes of 'Telephonable' Prospects, New Agents Are Advised at N. W. Mutual Meeting

Sidney F. Greeley Jr., Framingham, Mass., advised new agents in a talk at Northwestern Mutual Life's two-day eastern regional meeting in New York City to concentrate at the outset on obtaining a large number of names of prospects who can be reached by telephone during the day or night.

Mr. Greeley, who discussed "Prospecting to Your Market," recommended that new agents then develop a telephone technique which will obtain interviews. When agents have learned the "planned incomes" procedure to give proper service, they have earned

the right to ask for referred leads which will guarantee success. Time should be spent with groups with which agents do their best work.

New agents should call on their friends, said Mr. Greeley. He recalled how he had missed some possible sales by failing to do this when new in the business. When Mr. Greeley receives an office lead, he telephones for an appointment to service the account.

He uses the "Welcome Wagon" as a source of leads and the newspapers in Framingham and other communities in the area to expand his prospect list.

Dun & Bradstreet, Dodge reports and municipal publications also are included in his sources. He carries a notebook for jotting down names of prospects whenever he hears them. Persons listed as references by his applicants often turn into referred leads.

Mr. Greeley obtains seven brief interviews out of every 10 "cold" telephone calls. He stays with the new prospect just two minutes, only long enough to hand him some material and say "hello." When telephoning referred leads for the first time, he again asks only for two-minute interviews.

Mr. Greeley, who concentrates on engineers and doctors, pointed out that publicity is a big help. He recalled how a number of Framingham residents were interested in a local newspaper story which reported that he had spoken before an organization in town.

Market Expanding Zimmerman Tells Chicago Life Agents

Charles J. Zimmerman, LIAMA managing director, conceded to some 500 persons at the annual Chicago Life Underwriters Assn. breakfast that social security and the growth of group coverage may narrow the market for individual insurance, but then went on to outline a dozen conditions in the expanding American market that make for increased sales.

He pointed to mortgage, education and business insurance as prime targets. Some 60% of American families own or are buying homes, he said, and the college enrollments are doubling on the average of every seven years.

Women, he said, also provide another expanding market since more of them are in business today and earning more money. He listed juvenile insurance as a market that should be explored more by agents, pointing out that 40% of the juvenile coverage today is bought from savings banks and only 28% through agents.

Mr. Zimmerman also suggested that the growing Negro market as a field for more sales. He concluded, however, that the need and ability of the public to buy insurance are the most important conditions of all.

Each person attending brought along an old pair of shoes for contribution to the Salvation Army, something that proved a splendid publicity getter. Chicago newspaper photographers and WGN-TV cameramen were on hand to record the event.

Confederation Life Makes 9 Appointments

Confederation Life has appointed M. F. Auden associate secretary; E. M. Squires director of agencies with special responsibilities in Canada and the U.S.; A. R. Hogg and G. A. Paquet assistant superintendents of agencies, continuing as managers of the field service and field training departments, respectively.

The company also appointed D. E. Watts assistant group executive; N. A. Houston and R. F. St. John assistant superintendents of group sales in Montreal and Toronto, respectively; J. T. Birkenshaw, Toronto, and G. W. Chalmers, London, England, assistant actuaries.

Named to Equiowa Board

W. A. Sheaffer II, president of W. A. Sheaffer Pen Co., Fort Madison, Ia., has been elected to the board of Equitable Life of Iowa.

Four Bean Agency Changes

Three promotions have been made by the Bean agency of John Hancock at Chicago, John W. Jones becoming associate general agent and Timothy J. Sullivan and Clarence D. Smith assistant general agents.

In addition, William B. Collett, formerly assistant general agent of Northwestern Mutual at Chicago, has joined the agency as office manager. He has been in insurance for 31 years.



Quality

in Pacific Mutual's
**TRAINING
Process**

guided Marvin R. Carter (Spokane) in acquiring the professional skill reflected in his 4 years' top rank standing in the Big Tree Leaders Club, his membership in the Pacific Mutual Million Dollar (in force) Club, his annual National Quality Award attainment—and in his building of a sterling quality clientele.

Quality is the dominant objective in all Pacific Mutual field procedures.

Pacific Mutual

LIFE INSURANCE COMPANY

HOME OFFICE: LOS ANGELES, CALIF.



LIFE Since 1868 • ACCIDENT Since 1885
SICKNESS Since 1904 • RETIREMENT PLANS Since 1919
GROUP INSURANCE Since 1941



OVER A BILLION DOLLARS
OF LIFE INSURANCE IN FORCE

49th Year of Friendly Dependable Service

Peoples Life proudly salutes its Agency Force for Outstanding Success in presenting to the public Financial Independence and Life Time Security via Life Insurance

PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"
Frankfort • Indiana



Changes
been made
an Hancock
s becoming
d Timothy
Smith as

Collett, for-
t of North-
er. He has
ears.

Alsip, Malin Form Old Line Agency at Chicago

Charles K. Alsip and Charles J. Malin have formed a partnership as general agents at Chicago for Old Line



Charles J. Malin



Charles K. Alsip

Life of Milwaukee. Their office is in the Bankers building.

Both men previously were producers at Chicago for Home Life of New York. Mr. Alsip entered the business in 1950 as an instructor in programming technique for Home Life and later went into personal production. Mr. Malin, a CLU, entered insurance in 1948 and spent some time in the field before assuming a managerial position for Home Life.

American Mutual Holds General Agents Parley

General agents of American Mutual Life of Iowa at a meeting in the home office were told in a talk by Harry S. McConachie, vice-president and superintendent of agents, that the company had its best year in 1955, ordinary production gaining almost 25%, with insurance in force reaching \$216 million.

New sales material and ideas were introduced at the meeting, as well as a new ordinary life policy and reduced mortgage rates.

Three new general agents were presented, Roy Sander and Lewis Tubbesing, who have opened a new St. Louis agency, and John Naber, Cedar Rapids, Ia. Messrs. Sander and Tubbesing, who started in life insurance with Mutual Benefit Life, have operated an agency together for 2½ years. Mr. Naber joined the company in 1953.

10 in Ky. Department Feel Chandler Ax

Gov. Chandler of Kentucky terminated the jobs of 679 state employees as of Jan. 31, among them 10 members of the insurance department. Charles M. Blackburn, state personnel director, said there may have been some mistakes in compiling the lists of those to be fired, but he said if there are indispensable persons included, department heads can notify him and they will be rehired.

Since Gov. Chandler took office he

has fired more than 1,000 state employees, and this does not include the numerous persons who resigned when the administration changed Dec. 13.

Among those notified of their job termination Jan. 31 were State Fire Marshall J. T. Underwood.

In the insurance department notices were sent to H. L. Nisbet, Leota Derringer, C. W. Hall, Jackinell Phelps, K. J. Huddleston, Dora Moore, J. B. Ray, Harriet Stephens, Mildred Stewart, and Mr. Underwood.

Van Orman Heads Insurance Unit of N.Y. Lawyer Group

Wayne Van Orman, New York City attorney specializing in insurance practice, was elected chairman of the insurance section of New York State Bar Assn. at its annual meeting in New York City. Other officers are William J. Herron of Malone, vice-chairman, and Harry J. McCallion of New York Life, secretary. Mr. Van Orman is chairman of the insurance committee of Bar Assn. of New York City.

Mass. Mutual Appoints Cardais at New Orleans

Massachusetts Mutual Life has appointed Robert C. Cardais general agent in New Orleans to succeed George Liebkemann, who has resigned but will remain with the agency as a personal producer.

Mr. Cardais, who joined the company in 1951, has been supervisor at Boston, Lawrence, Mass., and Newark.

Mr. Liebkemann joined the company in 1931 and was named general agent in 1939.

National, Vt., Raises Karnedy and Nash

National Life of Vermont has promoted John G. Karnedy and Warren R. Nash to field consultant and agency secretary, respectively.

Mr. Karnedy, agency supervisor since 1954, joined the company in 1943 and was named agency department assistant in 1947.

Mr. Nash, acting agency secretary since 1954, joined the planning division in 1951 and was appointed assistant agency secretary in early 1954.

Provident Mutual Names Bradfield to New Post

Provident Mutual Life has appointed William E. Bradfield administrative assistant. He joined the mortgage loan department in 1941 and, after 3½ years' naval service, entered the agency department. He was named supervisor of agency statistics in 1949.

George F. B. Smith, president of Connecticut Mutual Life, center, holds one of the organization trophies awarded each year for outstanding agency development. The 1955 awards were presented at the agents conference in Hollywood, Fla. Receiving the banjo clocks for their agencies were, left to right, General Agents Floyd A. Rosenfelt, Toledo; Henry C. Hunken, Chicago; (Mr. Smith); David B.



Fluegelman, New York City; Paul C. Kaul, Omaha; and Halsey D. Josephson, New York City.

W. T. Beadles Awarded Speicher Scholarship

William T. Beadles, vice-president and dean of Illinois Wesleyan university, has won the 1956 Paul Speicher scholarship which entitles him to attend the CLU institute at University of Wisconsin next summer.

Mr. Beadles, a CLU, has taught CLU study classes for 17 years, is on the board of graders of American College, is secretary of American Assn. of University Teachers of Insurance, and is an instructor and examination board member of LUTC. He is professor of economics and business at Illinois Wesleyan, where he did his undergraduate work, and holds a master's degree in economics from University of Illinois.

Foster Gets Midwest Post of Republic National Life

George B. Foster III has been named midwest regional supervisor of Republic National Life. His territory will include branches in Illinois, Michigan and Indiana.

Formerly a general agent at Dallas for Protective Life, Mr. Foster started in life insurance with Travelers at Boston. He went to Dallas in 1952 and later joined Occidental Life of California.

Barnes, Son to Arkansas for Kansas City Life

Verne N. Barnes, field training director of Kansas City Life for the past 11 years, has been appointed general agent for Arkansas with headquarters at Little Rock. His son, J. T. Barnes, has been named assistant manager at Little Rock.

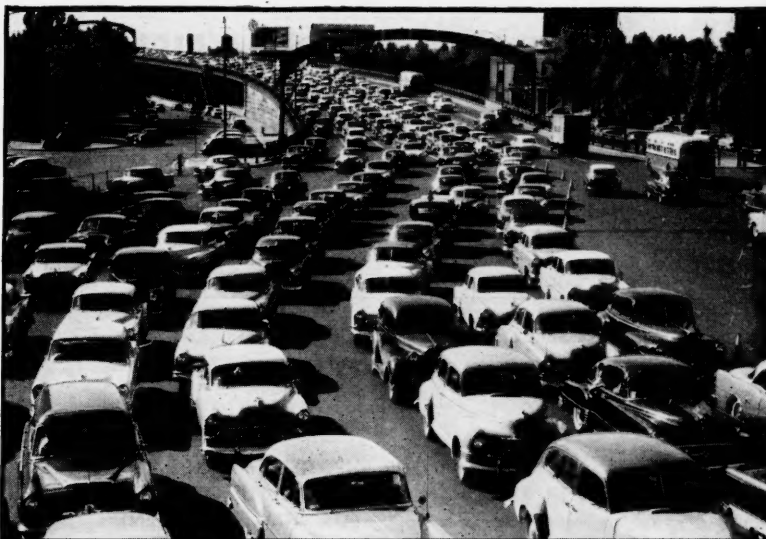


Verne N. Barnes

The younger Mr. Barnes has been with the Kansas City agency of the company for six years. The senior Mr. Barnes has spent most of his adult life in insurance. Before joining Kansas City Life in 1944, he was sales training supervisor of managers and assistants in six midwest states for another company.

NALU Seeks 12% More Women

A 12% increase in women members—the same as for men—is the goal of National Assn. of Life Underwriters.



Is State Mutual on the move?

You bet it is! Last year this 111-year old Company finished with the best sales record in its history, for both ordinary and sickness and accident. Paid-for ordinary increased 22% over last year and annualized premiums for non-can sickness and accidents were up 89%.

Group sales also continued in high gear—life volume reached nearly \$130 million and casualty premiums written were more than \$1,350,000, a new high.

Six new agencies were opened in 1955, 13 new agency managers were appointed and plans call for still further field expansion this year.

Construction was started on our new multi-million dollar Home Office building that, when completed some time in 1957, will enable us to give still better service to field underwriters and policyholders.

Yes, you can definitely say State Mutual is on the move.

STATE MUTUAL LIFE
Assurance Company
OF WORCESTER, MASSACHUSETTS

Life
A & H
Group
Franchise
Hospitalization
Brokerage
Reinsurance

life insurance in force exceeds

\$920,000,000.00

PLUS: One of the most advanced agents training programs in the nation . . . Supervised offices . . . Trained Group men to assist agents . . . An alert Underwriting and home office staff . . . Top commissions.

REPUBLIC NATIONAL LIFE

INSURANCE COMPANY

Theo. P. Beasley, President

Home Office, Dallas

If you
"Think Big"
about
yourself,
start
thinking
now of

OUR EXPANSION PROGRAM OFFERS A TREMENDOUS OPPORTUNITY FOR QUALIFIED AGENTS

- ★ FINANCIAL ASSISTANCE
Top Commission Contracts
Salaried Agents Contracts
- ★ COMPLETE LINE OF MODERN COMPETITIVE POLICIES
(Participating and Non-Participating)
- ★ SPECIAL TERM REDUCING MORTGAGE PLAN
- ★ EXCELLENT ACCIDENT AND SICKNESS AND HOSPITALIZATION POLICIES
- ★ SUB-STANDARD TO TABLE "P"
(500% Mortality)

General Agencies available in Ohio, Illinois, Indiana, Iowa, Michigan and Minnesota

The
OLD LINE LIFE

INSURANCE COMPANY OF AMERICA
HOME OFFICE: MILWAUKEE

Write: FORREST D. GUYNN
Director of Agencies, Dept. N-2
The Old Line Life Insurance Co.
of America
Milwaukee 1, Wisconsin

LIFE . . . SICKNESS . . . ACCIDENT . . . HOSPITAL
A General Agency Company

Yates-Woods Agency Sets Company Records in '55

Breaking all agency and company production records for a single year, the Yates-Woods agency of Massachusetts Mutual Life at Los Angeles in 1955 delivered \$30.5 million of business, exclusive of group and annuities.

Records also were established in new organization results. Associates under contract less than three years delivered well in excess of \$10 million. There are 61 full time agency associates, eight of whom are semi-active because of age, and this group delivered 94% of the agency total, the balance being brokerage and surplus business. The general agents, John W. Yates and Robert L. Woods, have been associated for 22 years. During the year the agency also gained the No. 1 position in insurance and annuities in force—more than \$200 million—among all company agencies.

Name Gravel to N. Y. Life Training Post

New York Life has appointed Marcel Gravel training supervisor of the Canadian department with headquarters at the home office. He joined the company in 1950, advancing to assistant manager at Montreal in 1951 and manager in 1954.

Phoenix Mutual Names Tapp Brokerage Chief

Phoenix Mutual Life has advanced James L. Tapp to superintendent of brokerage, directing these operations nationally from headquarters in Columbus, O., and the home office.



James L. Tapp

Mr. Tapp joined the company as field manager of brokerage in 1954 and has helped develop a program for increasing the volume of brokerage business. He formerly was with

Ohio State Life as chief underwriter and with a national brokerage organization as manager of the midwest territory. He has specialized in placing difficult risks and surplus line cases.

N. E. Life Trophy to Bowes & Joseph Agency

The Bowes & Joseph agency of New England Mutual Life in Newark has been awarded the president's trophy for outstanding achievement in 1955.

The trophy was given for new paid-for business during the current year, gain of insurance in force, gain in new manpower and fulltime agents' earnings from first-year commissions. The agency ranked ninth among the 85 agencies in 1955 sales, averaging more than \$1 million a month. President O. Kelley Anderson presented the trophy at the annual general agents' meeting in Florida to C. Vernon Bowes and George G. Joseph, co-general agents.

To Vote on Capital Hike

A proposal by directors that the capital stock of Southwestern Life be increased from \$5 million to \$7.5 million will be considered by stockholders at a meeting March 3. One additional share would be distributed for each two shares now outstanding.

The increase would be transferred from surplus. Capital last was increased in 1950, by \$1 million.

The John R. Rinkle agency of Massachusetts Mutual Life at Sioux City, Ia., established a new production record in 1955, besting the previous mark set in 1946.

Pacific National Picks Toughill for Colorado



M. P. Toughill

building.

Mannus P. Toughill, president of North American Underwriters, Denver, has been appointed managing general agent in Colorado for Pacific National Life.

Mr. Toughill, who has been in insurance sales and management in Colorado for 15 years, has offices in the Kitterage

Country Companies Plan Round-Up Banquet Feb. 27

Country Life, Country Mutual Fire and Country Casualty companies are planning a three day meeting at the Edgewater Beach hotel, Chicago, Feb. 26-28.

Otto Steffey, president of Illinois Agricultural Assn., Edward McFall, Northwestern university, G. H. True, University of Notre Dame, and William Gove, vice-president of EMC Recording Corp., St. Paul, will be the featured speakers.

Business sessions on Monday and Tuesday will deal with the topic "It Comes from Within." Monday evening the round-up banquet will be held along with entertainment and dancing.

Revise List of Companies Using Key Man Coverage

Publicly Held Corporations Owning Substantial Amounts of Business Insurance compiled by Todd Planning & Service Co. and published by the Diamond Life Bulletins department of the National Underwriter Co., is now available in the newly-revised 1956 edition.

This booklet is the personal selling tool of one of the nation's top authorities on business life insurance, John O. Todd, past chairman of the Million Dollar Round Table. It is a carefully compiled, authoritative listing of more than 190 major companies now using key man insurance in substantial amounts, and is available in a convenient, pocket-size booklet. Price is \$1.50 for 10 copies (minimum order), less for quantity orders.

Guardian Names Wilcox Manager at Sacramento

Guardian Life has appointed Carlton L. Wilcox manager at Sacramento, Cal. Mr. Wilcox, who joined the company at San Jose last April, previously was with Penn Mutual Life and has been a broker.

Compares Europe, U.S. Insurers

At a meeting of Columbus CLU chapter Dr. John Bickley, Ohio State university, compared the operations of European insurers with U.S. companies. During a recent trip abroad Mr. Bickley interviewed the heads of many foreign companies and insurance organizations.

A & H PRODUCTION SUPT.—Chicago co. about 2 years old, very aggressive. Salary open, but will go to 5 figures for right man.

LIFE AGENCY DIRECTOR—H. O., not Chicago. New company in midwest. Travel 4 states. Headquarters Missouri. Fine contract. \$8,000.

Call or Write
ED BOYDEN
CADILLAC EMPLOYMENT AGENCY
220 S. State St. WAbash 2-4800 Chicago, Ill.

Conn. Mutual Plans Growth Avoiding Tangents

(CONTINUED FROM PAGE 3)

ing and supervision in the first few months of a new agent's career," he concluded.

A round-table discussion of agency building was climaxed by a talk on self-management by panel moderator Horace R. Smith, superintendent of agencies.

"It seems to me, faced with 1,001 things apparently urgent or important to do, general agents must try to do a better job of discriminating between what is really important and what appears to be only urgent," he declared, commenting that most general agents feel "snowed under most of the time."

"If I were to say that 50% of present agency manpower would be gone in five years, most general agents would be shocked," he declared. "But shocking as it is, my statement would merely be the corollary of another statement we all know is true: that 50% of our business in 1960 will come from men not now under contract."

Read what the wife of a Lutheran Brotherhood agent writes . . .



Taken from a recent letter received from MRS. HERBERT MULLEN, wife of Agent MULLEN of Stoughton, Wis., who put \$1,002,900 of life insurance in force during 1955.

"I have been asked many times 'Just how does your husband sell so much insurance?' My answer is simply this: 'He is sold 100% on this product of Lutheran Brotherhood and what it can do for his fellowman . . . He isn't so much concerned what his policyholders think of him today but what they will think of him in 5 or 10 years - or even 20 years from now.'"

Thank you, Mrs. Mullen, for helping to interpret the spirit of LUTHERAN BROTHERHOOD. This spirit of interest in and concern for one's fellowman is dominant throughout the entire LUTHERAN BROTHERHOOD family.

Many of our friends say that's the reason they like to do business with us.

Lutheran Brotherhood
Living Benefits for Lutherans through Life Insurance

CARL F. GRANRUD
President
701 2nd Ave. So.
Minneapolis 2



A Combination Company offering all forms of Ordinary Life, Weekly Premium Life, Hospitalization, Health and Accident, and Credit Life Insurance.

\$169,374,405

Life Insurance in Force June 30, 1955

Our 48th Year of Service

"It seems to me that each general agent is really in the position of an umpire, presiding over the constant battle of demands on his time, energy, money, from all directions," he went on, asserting that while all details may be related to the main job, most "have no valid claim to assert themselves ahead of manpower-building."

"What's Happening in the Advanced Sales Field" was presented by E. A. Star, superintendent of agencies, and Paul A. Hoefler, assistant counsel.

Special recognition of leading agencies was given by Mr. Simpkin.

The top five agencies in volume increase were led by the Hunken agency, Chicago, followed by Waddell, Pittsburgh; Josephson, New York; Whittemore, Boston, and Smith, Atlanta.

Also cited were 31 agencies which recorded at least 10 plus months during 1955.

On the last day of the conference, Senior Vice-president Vincent B. Coffin was moderator of a panel on "What's Going On at the Home Office."

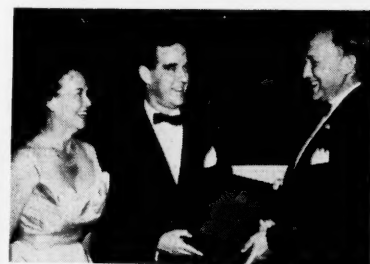
Mr. Coffin, giving the final address of the general agents conference, said "I don't want to appear a Pollyanna, but a positive finish is certainly justified. The discussions at this meeting prove that field and home office alike know how to do the job, and are doing it."

Calling attention to rapidly expanding population, Mr. Coffin said that the company's market was shifting as well as growing. "More people, new people have better incomes, better homes, better cars . . . and greater needs and wants for life insurance."

Mr. Coffin asserted that the company's record of the past few years indicated a growth of "good old-fashioned salesmanship" and a greater recognition that "we must be salesmen before we can become experts."

N.Y. Life Names Cash at Charleston, W. Va.

New York Life has appointed Charles A. Cash manager at Charleston, W. Va. He joined the company at Malvern, Ark., in 1950, was named assistant manager at Little Rock in 1952 and southwestern division training supervisor in 1955.



H. Bruce Palmer, president of Mutual Benefit Life, presents the president's award to William T. Earls, general agent in Cincinnati, while Mrs. Earls looks on. Presentation was made at the Mutual Benefit general agents association meeting in Chandler, Ariz. The Earls agency was selected as the best all-round agency in the company and has been the leading agency in the company in production for three years. Mr. Palmer also presented to the Cincinnati agency the new organization trophy. It was the first time one agency has won both awards in the same year.

CHECK ON...

THIS PRODUCTIVE COMBINATION
FOR AGENCY BUILDING

Here are 3 terrific aids that have proved beneficial and rewarding to agents and general agents alike.

- ✓ **Career Compensation Plan**
A 2-year plan—one of the most liberal both to agent and general agent.
- ✓ **Production Incentive Agreement**
A contract for prospective agents unexcelled by leading companies.
- ✓ **Training Allowance**
A substantial amount paid to general agents for recruiting and training.

Plus

THESE ADVANTAGES—Success-proven training courses
• Programming schools • Business and tax seminars • Lifetime service fees • Complete line, low cost Life, Accident, Sickness, and Hospitalization policies.

WALTER H. HUEHL, President ARNOLD BERG, C. L. U., Agency Vice-President

INDIANAPOLIS LIFE

INSURANCE COMPANY

Mutual—Established 1905

INDIANAPOLIS 7, INDIANA

AGENCY OPPORTUNITIES in Ill., Ind., Iowa, Ohio, Mich., Minn., Mo., N. D., S. D., Texas

ACTUARIES

CALIFORNIA

COATES, HERFURTH & ENGLAND

Consulting Actuaries

San Francisco Denver Los Angeles

IND. & NEB.

Haight, Davis & Haight, Inc.

Consulting Actuaries

ARTHUR M. HAIGHT, President
Indianapolis - Omaha

GA. VA.-N.Y.

BOWLES, ANDREWS & TOWNE
ACTUARIES

Insurance Company
Management Consultants

RICHMOND ATLANTA NEW YORK

MISSOURI

NELSON and WARREN

Consulting Actuaries
Pension Consultants

ST. LOUIS KANSAS CITY

NEW YORK

Consulting Actuaries
Auditors and Accountants

Wolfe, Corcoran & Linder

116 John Street, New York, N. Y.

OKLAHOMA

W. J. BARR

CONSULTING ACTUARY

HOME STATE LIFE BUILDING
OKLAHOMA CITY, OKLA.

PENNSYLVANIA

FRANK M. SPEAKMAN

CONSULTING ACTUARY

ASSOCIATE

E. P. Higgins

THE BOURSE PHILADELPHIA

Faulkner Outlines Functions of Health Assn.

(CONTINUED FROM PAGE 1)

legal, legislative and regulatory, membership and ethical standards, and nominations. Subcommittees would aid these principal committees, Mr. Faulkner suggested. The groups committee might have subcommittees on administrative procedures, claim procedures, statistical procedures, blanket insurance, association insurance, franchise insurance, state statutory disability insurance, group insurance meetings and publication of a group insurance digest. He said he hoped the group A&S insurance digest, now published by the conference, and the annual group conferences or seminars will be continued.

In matters affecting purveyors of health care, the services of Health Insurance Council can be developed profitably, he suggested. Doubtless there will be many statistical studies the group insurance committee will wish to sponsor. The importance of group insurance in protecting the great mass of American people deserves much consideration in the program of PR contemplated by the new association and the new Institute of Health Insurance. The group committee can be very helpful to the PR committee and the institute staff as they devise the kind of program best suited to explain group insurance and to provide the public with the information needed on matters peculiar to group underwriting. The new association can and will go further than the bureau and conference in assisting member companies and the business generally to exploit vigorously the great opportunity for the expansion of group coverages, he said.

With the launching of the new association, the many projects now being sponsored by Joint Committee on Health Insurance can be transferred to the proper agency of the association. These include the exceedingly promising studies of task force 3 on ways to improve the service of A&S to the public and the highly significant work being done by task force 4 on the reserve structure of some of the newer forms of coverage.

By the date of organization, Health Insurance Assn. should be thoroughly implemented and ready to commence functioning immediately, he declared. Until then, the bureau and conference will continue to operate as they have in the past.

In describing the six principal functions of the new association, Mr. Faulkner pointed out that legislative service would include the review and reporting of legislation, state and federal; furnishing information that may be used to oppose ill advised legislation; preparing and sponsoring model legislation; representing the business before legislative and other government agencies; liaison and representation with National Assn. of Insurance Commissioners; consultation with insurance departments on proposed laws and rulings and on interpretations of laws and policy approvals, and liaison and representation with federal agencies on questions involving A&S. Presently at least seven associations provide these legislative services in various degrees. Most of them will be relieved of this burden with the new association, thus reducing confusion and waste. To the extent that any association continues active in legislative service, he said, it is con-

templated that complete coordination will be maintained through joint or cooperating committees.

The educational service includes leadership in the process of group thinking of problems of the business. Undoubtedly, he said, the new association will continue the successful procedures and devices of the bureau and conference, including forums, workshops and conferences. Because A&S still is undergoing rapid change and development, continuing research is important in evaluating forms of protection offered and procedures used. To keep insurers informed of changing conditions, to provide literature on current company experience and practice, and to furnish a medium for the exchange of ideas, the new association will seek to maintain effective channels of communication.

With hospitals, doctors, nurses, therapists, pharmacists and others with a great stake in the economics of financing health care costs, the association will provide intelligent cooperation. The council has been maintaining close liaison in this field, he said, but its work has been impeded because it is a federation with only limited authority to act. In spite of this, the council has made notable contributions. With the reduction in the number of constituent associations on which the council must rely for direction and support, its effectiveness will be substantially enhanced, Mr. Faulkner believes. Life Insurance Assn. of America has decided that for the present it will continue to provide its very substantial share of staff work to the council under a cooperative agreement. Most of the remaining part of the responsibility for the council will be undertaken by Health Insurance Assn., Mr. Faulkner said.

The new association, it is expected, through coordination of efforts of a great number of companies, will be able to provide the business with statistical information that it needs on a more comprehensive and economical basis than has been done by conference and bureau, he said.

Only A&S among coverages of consequence has lacked a PR instrumentality, he said, and the new association will supply this.

Mr. Faulkner answered the implied criticism in the question, "why a new trade association?" by pointing out that the very multiplicity and complexity of trade associations in A&S suggests one important reason for the new association as the principal spokesman for the business. He called attention to the vastly increased size of A&S, its sharply accentuated social, economic and political significance, the interest of government in the costs of health care, etc. The need of a strong, single trade organization is apparent.

Because of the heterogeneity of the A&S insurer, and the rapid growth in all directions of the business, it is natural that a number of associations should grow up, each designed to bring together insurers that seem to have some common interest. The two principal associations, the bureau and the conference, each has served its membership admirably and made a distinguished contribution to the prosperity and progress of the whole A&S business. Yet the capabilities of each have been circumscribed by its size and the continuous necessity for coordinating

activity with other interests in the business.

This confusion over responsibility and initiative is illustrated by the situation that resulted in the formation of Joint Committee on Health Insurance in 1954, he said. At that time the business was subject to vitriolic and largely unfounded attacks in the public press and in legislative committees, both state and national. There was a federal A&S reinsurance bill. The commissioners were distressed by an increasing number of complaints, many of which were inspired by a rash of unfortunate articles in newspapers and magazines.

In the face of these problems, no one trade association was in a position to act for the industry, he pointed out. Some instrumentality was needed by which the thinking and activity of the entire business could be brought to bear on a situation that was worsening rapidly—and the joint committee resulted. But the committee had the same weakness of the council, in that it operated as a federation and lacked power of direct and decisive action. At best this form of organization "muddles through to a solution only after many delays and an often intolerable expenditure of time, effort and money," he said.

Most problems of A&S are of interest to all insurers, irrespective of type of location, Mr. Faulkner stated. The often acrimonious differences that at one time separated big companies from small, east from west, mutual from stocks, have largely disappeared, even though there is and hopefully there always will be free and keen competition.

It was apparent to the joint committee shortly after its organization that a most important contribution to the welfare of insurers and policyholders would be to streamline the overcomplicated trade association structure. After two years of study, the new association was projected.

Its objectives are to establish standards of ethical conduct in A&S as a condition of membership. By its organization on this base the new association should provide the public and regulatory authorities with renewed assurance of the ethical manner in which the vast majority of all A&S insurers discharge their obligations, he declared.

A second objective is to provide a single form for establishing industry position on questions affecting the business.

A third principal purpose was to create a mechanism for telling an affirmative public relations story about the business.

Another objective was to achieve more efficient and economical operation by central direction and staff control, thus eliminating present duplication of association and company effort.

A further purpose was to eliminate confusion to present public which arises from the multiplicity of associations now active in the business.

Other aims include the desire to add impetus and efficiency to the council's work, and to achieve greater respect and influence for the whole business by a more satisfactory operation of a single, principal trade organization, he said.

Fidelity Mutual Life has leased larger offices at 62 Halsted street, East Orange, N.J., to replace the present quarters at 605 Broad street, Newark.

Post Buys Control of American Life of Ala.

Some 70% of the stock of American Life of Alabama has been purchased by Troy Post of Dallas, according to a filing made in circuit court at Birmingham. The purchase, it is said, will end a long legal fight over the handling of company funds. It is subject to stockholder approval at a meeting March 20. American Life at Dec. 31, 1954, had insurance in force of \$84,537,305, assets of \$11,130,298, with surplus of \$1,247,929, of which \$461,720 was capital. Mr. Post is president of American Independence Life of Houston. He also headed United Services Life of Houston, recently sold to Service Life of Fort Worth.

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Probing of Hospital-Surgical Claims Pays Off

(CONTINUED FROM PAGE 2)

uled surgical allowances, this has not caused too much serious trouble yet but as the major medical field expands, "we anticipate it will," said Mr. Halverson. A recent surgical claim for a simple hernia and undescended testicle operation brought a surgeon's bill of \$3,500. There was major medical on this plan but it had not become effective at the time of the operation. However, by working closely with the claimant and the doctor the way was paved for a revised billing of \$500, which in this case the claimant could well afford.

How is the investigative program working with policyholders? Occidental's renewal underwriters found that on a case involving some 200 lives the hospital and surgical loss ratio was about 40% higher than the previous year. A review indicated obvious abuses. By working with the policyholder the need for some form of appeal to the employees was developed. The complete story of the policy's experience, the over-use and mis-use were cleverly presented in an article published in the policyholder's house organ. The next year the loss ratio dropped nearly half and in the current year it is running at an even lower rate.

To promote more interest among policyholders and employees in the program, a poster was given to every policyholder with a request that it be prominently displayed. The response was excellent, so much so that a reprint has already been made to meet the additional demand.

"If your company has not instituted a program similar to the one we have started, I sincerely recommend you do so," said Mr. Halverson. "With the combined efforts of all companies, it should be possible to keep the cost of group insurance within bounds. After all, the examples cover only a very small area of the United States—what is happening in other parts of the country?"

"Have all efforts been worth-while and the expenses justified? Yes, many times over—and much benefit which cannot be measured. As has been well said: 'Who knows how many accidents are avoided by having a policeman on the corner?'"

Dr. Madison B. Brown, executive vice-president of Hahnemann medical college and hospital at Philadelphia offered some suggestions on how hospitals and insurers can work together to prevent over-use of health insurance. He is a past president of American Hospital Assn.

The first place in the hospital where

administration may help control over-use is in the admitting office, where proper education of the admitting officer will serve to caution the patient that his or her health care insurance policy does not cover "study" cases. This is a delicate public relations problem, particularly when the reservation for the patient has been made by a staff physician, but it is not impossible to handle.

"The medical audit committee should carefully correlate the findings in the chart with the diagnosis," Dr. Brown continued. "There are instances where diagnosis has been made so it will cover the hospitalization; or after study findings have been made, the commencing of treatment is done to justify the hospitalization."

These things should be dealt with tact and justice and yet the elimination of such abuses or over-use should be corrected and called to the attention of the staff. To me, one of the bones of contention is that frequently insurance, for public relations reasons, does not stand behind non-payment for study cases."

Dr. Brown said that in the preliminary policing of over-use through the admission officers, the hospital is very often in the dark when it comes to commercial insurance because it has no knowledge of the coverage pattern of the policy. He said that a synopsis contract provided by commercial insurance is most helpful to the admission and the credit officers. Such a program is now in effect in New York and other cities.

The basic group who must control over-use of health insurance is the medical staff itself, Dr. Brown said. The functioning of the issue committee and the medical audit and records committees are primarily staff functions. Hospital administration may assist in strengthening the hand of the staff by insisting upon these criteria.

A "very major area" in which hospital administration in cooperation with the medical staff can assist in correction of unintentional over-use is the provision of adequate staffing for diagnostic facilities, an adequate number of diagnostic facilities, the provision of adequate staffing in the operating rooms, and the provision of an adequate number of operating rooms.

"I am sure that there are instances when administration, through the lack of provision of proper facilities or personnel, has created extended stays in the hospital," Dr. Brown said. "Over-use can be prevented by proper cooperation between the staff and administration on the admission and discharge of patients. It must also be realized that payment of bills or certain barriers which are raised by administration frequently delay the expeditious handling of patients. All these things come under the factor of unintentional over-use of health insurance."

AGENCY MANAGERS WANTED

TO spearhead expansion program of one of nation's top fifteen life companies, 26 appointments will be made this year in U.S. and Canada. Prompt, confidential interviews will be granted qualified applicants. Send complete résumé to: Box #K-23, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

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Opportunity in Chicago area with A&H company entering life field for Underwriter. Minimum 3 years experience. Salary open. Write Box # K-51, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

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To write Group Life Insurance for Employers with 5 to 10 Employees. Annual and Semi-annual basis. Midwest agency. Write Box #K-60, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

Holmes After 7th Term

John J. Holmes, Montana state auditor and insurance commissioner, has announced his candidacy for election to his seventh term of office. He has no announced opposition in either party for the June 5 primary.

Mr. Holmes was first elected to office in 1932. As state auditor he also is head of the investment department and fire marshal department as well as insurance commissioner. His salary is \$6,000 a year, but under a 1955 legislative act it would be \$7,500 if he is re-elected.

General American Promotes Four

General American Life has promoted four officials.

J. Gregory Driscoll, vice-president in charge of mortgage loans, was elected financial vice-president with administrative responsibility for the entire investment division. With the company since 1916, he has served in the mortgage loan post since 1939.

In the agency division Richard H. Bennett, since 1947 supervisor of St. Louis agencies, has been named field vice-president with supervisory responsibility for Missouri and Arkansas. He is a CLU.

Elevated to the new position of superintendent of agencies, Carl H. Lane will direct agency operation and development for all states except Missouri and Arkansas. Mr. Lane joined the company in 1951 as an agency supervisor and for two years has been in charge of western division agencies. For the present, he also will act as director of agencies for the western division. Eugene V. Boisauvin continues to have divisional responsibility for agencies east of the Mississippi River.

Succeeding Mr. Bennett as chief supervisory official of St. Louis agencies is Woodruff W. Walker, who joined General American in 1950. He is a CLU.

More Insurers Use Big, Black Figures for 1955

(CONTINUED FROM PAGE 1) the previous year. Assets amount to \$74,275,925, up \$7,223,686.

Income for the year was \$12,681,139, of which \$8,670,048 was premium income. Reserves were increased by \$6,192,272, and surplus of \$679,712. Benefit payments, in addition to dividends, were \$1,535,936.

The company has set aside \$1,700,000 for 1956 dividends, an amount 20% greater than that for 1955.

NORTHWESTERN MUTUAL

Northwestern Mutual Life's 1955 sales record of \$596 million, previously announced, was an 11% gain over 1954. The average new policy increased 15%, or more than \$1,100, to \$8,553. Insurance in force reached \$7,933,000,000 on a total of 1,562,000 policies, an increase of 5%.

Assets totaled \$3,415,000,000 compared with \$3,242,000,000. Bonds made up \$2,107,678,970, mortgage loans \$987,868,292, real estate, \$64,018,096, stocks \$40,622,612 and policy loans \$122,065,159. Dividends payable in 1956 amount to \$61,700,000, and the general contingency reserve \$219,847,997.

MIDLAND NATIONAL

Midland National of South Dakota ended 1955 with \$126,001,879 of insurance in force, a 19% increase. Paid A&S premiums were three times greater than in 1954.

The company this year is celebrating its 50th anniversary and has set a production goal of \$50 million paid life of volume. Many special anniversary events have been planned, including an open house in May and the introduction of new policies.

WISCONSIN NATIONAL

Paid business for Wisconsin National Life for 1955 was \$17,332,496, up 22%. Total A&S premium collections for the year were \$1,056,027, up about

4%. Life insurance in force reached \$130,204,543, a 9.4% rise. Average sized life policy paid for in 1955 was \$4,100, up about \$500. The average policy in force is now \$2,258, up about \$200. Total assets are \$30,125,076, up 7.28%.

REPUBLIC NATIONAL

Republic National Life had its most successful year in 1955, new life insurance paid for and issued amounting to \$330,381,209 as against \$261,207,551 in 1954. Life insurance in force increased \$222,279,523 to total \$916,290,534.

It is expected the company goal of "a billion or more by June or before" will be easily reached.

Top producer of 1955 was A. W. Kish, Champaign, Ill., and the No. 1 agency was the Wynnewood agency at Dallas, managed by Elzie Jenkins.

Probe of Out-of-Line Claims Is Paying Off

(CONTINUED FROM PAGE 2)

pact on the family budget without some type of insurance. The emergence of major medical is a recognition of this problem.

But if the basic out-of-hospital care were added to major medical, premiums would have to be increased considerably. Rough approximations as to what the costs might be can be gained from the surveys, Dr. Anderson said.

In Boston Blue Cross-Blue Shield and Aetna Life, the charges per family for hospital, surgery and physicians obstetrical care ranged from \$79 to \$92 a year, about \$7 to \$8 a month. If all other physicians' services were added, annual costs per family would run \$11 to \$12 a month. If the whole range of personal health services, including dentistry, were provided, the per-family cost would be \$18 to \$22 a month.

Utilization of personal health-services is part of an accepted standard of living. A hospital admission rate is as much a result of prevailing social standards as of technical medical opinion, he said. No one knows what the proper hospital admission rate or the proper surgical rate would be.

This is cold comfort to insurers who have the problem of balancing claims and premiums, he said. All kinds of control devices need to be explored so that insured will not have too great a financial burden and yet will have adequate care.

Health Insurance Assn. to Hold April Meeting

(CONTINUED FROM PAGE 1)

of both the conference and bureau.

The vote for dissolution of the conference will be submitted to the members by a mail vote in the near future.

Because of the announced organizational meeting of the HIA, the committee cancelled plans for the conference annual meeting, which was scheduled for Boston in May.

A subcommittee of the executive committee, as provided for in the constitution and by-laws, was authorized to handle termination of the affairs of the conference so that distribution of assets will be on an equitable basis to present active members of the conference. Named to the subcommittee were J. E. Hellgren, Lumbermens Mutual, chairman; J. C. Higdon, Business Men's Assurance; J. W. Scherr, Jr., Inter-Ocean; and Ex Officio R. J. Wetterlund, Washington National, and G. H. Hipp, Employers Mutual Liability of Wisconsin.

Late News Bulletins . . .

(CONTINUED FROM PAGE 1)

New York 1st deputy superintendent.

Director Pansing of Nebraska, chairman of the NAIC subcommittee on A&S advertising rules, read a prepared statement at the meeting opened, remarking that the NAIC code has been adopted, or is shortly to be adopted, in 30 states. "and so far as the insurance industry is concerned these rules now constitute the law of the land." He also pointed out that an interpretative guide to the rules is being prepared by the same NAIC industry group that drew up the original code.

The elaborate explanations of the NAIC rules, Mr. Mason said, were valuable in that they put all necessary information on the record for the benefit of FTC.

The history of FTC trade practice conferences is that citations against companies are dropped after the accused companies sign the trade practices agreement. That such a conclusion, among other things, is hoped for, was evident during the first day's session. Presentation of the NAIC rules was well organized, clear and to the point. Director Pansing of Nebraska was the guiding hand in back of this, and if, as seems a certainty, the FTC does set up rules, the industry NAIC presentation of what has been accomplished by the companies and the state authorities must be considered a success.

Variable Annuity's Friends, Foes Ask Study of Mass. Bill

BOSTON—Friends and enemies of the variable annuity Monday joined in asking that house bill 1560, which would permit life companies to issue variable annuities, be referred to a study committee of the legislature.

The requests were made at a hearing of the joint House-Senate insurance committee. President H. Ladd Plumley of State Mutual Life, a company which favors the bill, spoke for the measure but said the questions involved were too important to be decided in haste.

Referral to a study committee would mean postponing consideration of the bill till next year. The possibility of obtaining part of what the variable annuity's advocates seek if they can't get all of it was seen in Mr. Plumley's statement that "It is also felt to be most desirable for study and your findings to be directed along two separate but parallel lines. (1) The use of the variable annuity in the group field and (2) the sale of the variable annuity to individual persons."

Not only did the representatives of the nine other domestic life companies concur in the study committee suggestion but representatives of mutual funds and trust companies did so as well.

CORRECTION

The figure of \$5 million given in the Feb. 3 issue as the approximate amount of group insurance premiums paid annually on employees in New York state is actually the amount of premium taxes paid to the state on group premiums covering employees in New York state.

Arrange Card for LIAMA Agency Management Meet.

LIAMA will hold its annual agency management conference, formerly known as the small companies' conference, March 12-14 at Edgewater Beach hotel, Chicago, with "This Is Your Life, Mr. Agency Officer" as the theme.

From an informal survey of companies in the group it has been determined which phases of the agency officers' job cause the most problems. The speakers and workshop sessions will reflect these agency officers' major concerns today.

Lee Cannon, agency vice-president of Western Life of Montana and chairman of the conference, will give the keynote address the morning of March 12. Chester O. Sullivan, president of Midland Mutual Life, will discuss the life of the agency officer "From the President's Desk." He will explain the president's position in determining company policy, developing agency department objectives, seeing that the program is carried out and providing adequate leadership.

Charles E. Sherer, vice-president and director of agencies of Midland Mutual, will discuss the major functions and duties of the chief agency officer's market development; building and developing the agency department; building, training, supervising and motivating the field organization; sales promotion; financial and operating; records and research; quality of business; policyholder service; internal and external relations. The remainder of the program will be announced.

Women to Sponsor A&H Meeting

The women's division of the Chicago A&H Assn. will sponsor the monthly luncheon meeting Feb. 21.

MRS. MARIE F. TUCK, 70, wife of Andrew E. Tuck, retired vice-president of Equitable Society, died in her home at Larchmont, N.Y., after a long illness.

SHOW 1955 INSURANCE RESULTS

	1955 New Life	1954 New Life	1955 Life Ins. Increase in In Force	1954 Life Ins. Increase in In Force
	Ins. Bus.	Ins. Bus.	\$	\$
Acacia Mutual Life	155,670,407	135,391,444	80,962,181	62,638,373
Bankers Life, Neb.	66,351,200	58,476,088	35,458,963	28,132,853
Bankers National Life, N.J.	57,256,371	51,591,890	33,822,828	28,737,242
California-Western States	194,333,130	237,887,605	184,407,907	222,229,436
Colonial Life, N.J.	58,929,900	62,371,600	34,360,375	35,696,791
Country Life, Ill.	81,856,162	81,738,065	48,593,337	56,562,177
Crown Life	236,026,106	191,898,695	166,681,479	129,278,377
Liberty Life, S.C.	167,162,172	136,875,927	86,396,359	78,512,070
Lutheran Mutual Life, Ia.	35,471,957	32,206,238	27,543,276	24,774,738
Ohio National Life	123,886,580	108,409,686	67,989,152	57,334,001
Peoples Life, Ind.	12,236,593	13,133,034	9,282,104	5,095,116
Provident Mutual Life	178,980,288	162,025,968	80,636,025	74,972,760
Southwestern Life	211,281,979	228,345,382	128,918,969	146,540,725
Washington National	305,728,140	276,028,597	204,328,560	160,864,659

New business figures include the following amounts of revivals and increases for 1955 and 1954 respectively: \$53,281,500, \$30,057,122.

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35,696,796
56,562,179
129,278,377
78,612,079
24,774,736
57,334,002
5,095,114
74,972,760
146,540,725
160,864,659
or 1955 and

Mr. AGENCY BUILDER:

UNDREAMED OF NEW POWER FOR YOU

DISCOVER

a Glorious New World of Agency Building!

It's **EASY** to Recruit, to Hold, and to Reward Strong Men With:

- 1 The Golden Rule Privilege of Appointing their OWN Agents—and Earning Increased Bonus and Renewals on those agents!
- 2 Top Commissions on 16 Leading Policy Contracts—Plus Bonus on Both Personal and Agency Production!
- 3 Long Term Vested Renewals on Both Personal and Agency Production!
- 4 Friendly, Effective, Home Office Help in Recruiting and Training New Agents!

AGENTS APPOINTED BY YOUR AGENT'S AGENTS

YOUR AGENT'S AGENTS

YOUR AGENTS

YOUR AGENCY

YOUR FUTURE FORTUNE

A STRONG MONEY-MAKING AGENCY CHAIN

Discover YOUR Glorious New World Today by Writing to:

EVERYONE HAPPY EVERYONE MAKING MONEY

AGENCY BUILDING OPPORTUNITIES IN:

Arizona, California, Delaware, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington D. C., and West Virginia.

The COLUMBUS MUTUAL Life Insurance Company
Carl Mitcheltree, President
Ben F. Hadley, Vice-Pres. & Sup't. of Agents
Columbus 16, Ohio

This full-page advertisement appears in the February 11, 1956 Saturday Evening Post.



The obligation of a great name...

IN adopting the name of Abraham Lincoln, this company assumed the responsibility of measuring up to that name—in character, integrity and thoughtful human service.

Guided by Lincoln's principle of the greatest good for the greatest number, Lincoln National endeavors to serve the largest possible proportion of applicants. Not only does it

insure those who are considered preferred risks, but it also extends the benefits of insurance at reasonable rates to many who have physical impairments or hazardous occupations.

The Lincoln National representative in your community has been trained to bring you experienced and friendly service. Consult him freely about your insurance problems.

ITS NAME INDICATES ITS CHARACTER

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

FORT WAYNE, INDIANA

ASSETS TOTAL MORE THAN ONE BILLION DOLLARS